12/1/83
C7715-3A

SEPTEMBER
1983

pocket summary

of registrations

new cars

new trucks

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

®

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	SEPTEMBER		% '83 VS '82	% IND	
	1983	1982		1983	1982
A.M.C.	18087	11594	155.83	2.46	1.86
(Encore)	1987	-	-	.27	-
(Eagle)	2540	2607	97.43	.35	.42
CHRYSLER	21757	14916	145.86	2.96	2.39
(Laser)	526	-	-	.07	-
(Le Baron)	5969	7183	83.10	.81	1.16
(E/NY/NY 5 AVE)	14726	6150	239.45	2.01	.98
DODGE	28100	23011	122.12	3.82	3.68
(Daytona)	440	-	-	.06	-
(Colt/Vista)	3489	4559	76.53	.47	.73
(Conq/Challngr)	933	1292	72.21	.13	.21
(Omni)	8049	5440	147.96	1.09	.87
(Aries)	7816	6979	113.43	1.08	1.11
(Diplomat)	1327	1623	81.76	.18	.26
(Dodge 400/600)	5666	2587	219.02	.77	.41
PLYMOUTH	20797	22720	91.54	2.83	3.64
(Colt/Vista)	3113	4891	63.65	.42	.78
(Cono/Sapporo)	757	1322	57.26	.10	.21
(Horizon)	7377	5592	131.92	1.00	.90
(Reliant)	9179	9910	92.62	1.26	1.59
(Gran Fury)	371	1005	36.92	.05	.16
CHRYSLER CORP.	70654	60647	116.50	9.61	9.71
FORD	81010	67403	120.19	11.02	10.79
(Escort)	20560	26605	77.28	2.81	4.26
(Fairmont)	980	11634	8.42	.13	1.86
(Tempo)	18977	1	-	2.58	-
(Granada)	-	6260	-	-	1.00
(LTD)	20533	9887	207.68	2.79	1.58
(Mustang)	7006	8160	85.86	.95	1.31
(T'Bird)	12954	4856	266.76	1.76	.78
LINCOLN	11972	6747	177.44	1.63	1.08
(Mark VI & VII)	1848	2028	91.12	.25	.32
MERCURY	35448	25106	141.19	4.82	4.02
(Zephyr)	199	3806	5.23	.03	.61
(Topaz)	5806	-	-	.79	-
(Cougar)	10270	4725	217.35	1.39	.76
(Capri)	1605	2176	73.76	.22	.35
(Lynx)	6175	9075	68.04	.84	1.45
LINC/MERC. DIV.	47420	31853	148.87	6.45	5.10
FORD MOTOR CO	128430	99256	129.39	17.47	15.89
BUICK	69335	58316	118.90	9.43	9.34
(Skyhawk)	4897	5511	88.86	.67	.88
(Skylark)	5628	10363	54.31	.77	1.66
(Century)	14548	9118	159.55	1.98	1.46
(Regal)	21102	17152	123.03	2.86	2.75
(Riviera)	4722	2745	172.02	.64	.44
CADILLAC	23190	18073	128.31	3.15	2.89
(Cimarron)	1251	991	126.24	.17	.16
(Eldorado)	6363	3964	160.52	.86	.63
(Seville)	2864	1833	156.25	.39	.29
CHEVROLET	102021	95433	106.90	13.88	15.27
(Chevette)	13599	22339	60.88	1.85	3.57
(Celebrity)	15874	8703	180.74	2.16	1.41
(Cavalier)	19733	10571	186.67	2.69	1.69
(Camaro)	12928	13190	98.01	1.76	2.11
(Citation)	5696	12443	45.78	.77	1.99
(Malibu)	6557	6460	101.38	.89	1.04
(Corvette)	2320	1459	159.01	.32	.23
(Monte Carlo)	8122	5949	136.53	1.10	.95
OLDSMOBILE	80892	59968	134.89	11.00	9.60
(Omega)	2709	5671	47.77	.37	.91
(Firenza)	3156	3252	97.05	.43	.52
(Cutlass Ciera)	18307	10109	181.10	2.49	1.62
(Cutlass)	25859	18410	140.46	3.52	2.95
(Toronado)	3553	2153	165.03	.48	.34
PONTIAC	44083	35723	123.40	6.00	5.72
(1000)	3005	4364	68.86	.41	.70
(2000)	5552	6040	91.92	.76	.97
(6000)	8310	5046	164.68	1.13	.81
(Phoenix)	1587	3109	51.05	.22	.50
(Bonneville)	7432	5084	146.18	1.01	.81
(Firebird)	6543	7012	93.31	.89	1.12
(Fiero)	746	-	-	.10	-
GEN. MTRS. CORP.	319521	287513	119.44	43.46	42.82
Misc. Domestic	40	186	21.51	.01	.03
Other Import	198454	185444	107.02	26.99	29.69
U. S. TOTAL	735167	624640	117.69		

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '83	% IND		YEAR END
	1983	1982	VS '82	1983	1982	1982
A.M.C.	140248	67812	206.82	2.14	1.20	100706
(Encore)	1987	-	-	.03	-	-
(Eagle)	22216	25075	85.86	.34	.46	35707
CHRYSLER	186392	120743	154.37	2.84	2.13	171878
(Laser)	526	-	-	.01	-	-
(Le Baron)	59877	64594	92.39	.91	1.14	85984
(E/NY/NY 5 AVE)	115185	42968	268.07	1.75	.78	67819
DODGE	268780	218177	123.20	4.10	3.86	302411
(Daytona)	440	-	-	.01	-	-
(Colt/Vista)	27744	28595	97.02	.42	.51	38577
(Conq/Challngr)	12055	10875	110.85	.18	.19	13651
(Omni)	88675	56699	121.12	1.05	1.00	78172
(Aries)	90344	78857	114.57	1.38	1.40	111648
(Diplomat)	18784	18403	102.07	.29	.33	23168
(Dodge 400/600)	46852	19439	241.02	.71	.34	32025
PLYMOUTH	232576	217736	106.82	3.55	3.85	291109
(Colt/Vista)	24831	27714	89.60	.38	.49	35428
(Conq/Sapporo)	10040	8780	114.35	.15	.16	12241
(Horizon)	65996	61084	108.04	1.01	1.08	82893
(Reliant)	120726	107118	112.70	1.84	1.89	145218
(Gran Fury)	11183	13040	85.76	.17	.23	15910
CHRYSLER CORP.	687758	556659	123.55	10.49	9.84	765478
FORD	741976	659392	112.52	11.31	11.66	889470
(Escort)	263837	270985	94.58	4.02	4.94	367286
(Fairmont)	45550	94738	48.08	.69	1.67	131498
(Tempo)	58325	1	-	.89	-	9
(Granada)	-	81512	-	-	1.44	95551
(LTD)	207238	87353	237.24	3.16	1.54	137789
(Mustang)	84688	83590	101.29	1.29	1.48	115095
(T'Bird)	82366	33232	247.85	1.26	.59	42244
LINCOLN	71980	57654	124.81	1.10	1.02	87020
(Mark VI & VII)	20608	17753	116.08	.32	.31	25929
MERCURY	287708	233580	123.17	4.39	4.13	316293
(Zephyr)	13090	30252	43.27	.20	.53	41071
(Topaz)	18098	-	-	.28	-	-
(Cougar)	53795	48393	111.16	.82	.86	57340
(Capri)	16884	21116	80.43	.26	.37	30162
(Lynx)	8508	82427	79.89	1.00	1.46	106709
LINC/MERC. DIV.	359668	291244	123.49	5.49	5.15	404113
FORD MOTOR CO.	1101644	950636	115.88	16.80	16.81	1293583
BUICK	600077	508264	118.06	9.15	8.99	713671
(Skyhawk)	54987	29114	188.87	.84	.51	44986
(Skylark)	78558	108703	70.43	1.17	1.92	143012
(Century)	100364	62822	159.76	1.53	1.11	96540
(Regal)	170790	162183	105.32	2.60	2.88	221483
(Riviera)	34309	29690	115.56	.52	.52	43099
CADILLAC	207927	184775	128.19	3.17	2.91	240197
(Cimarron)	14447	9064	159.39	.22	.16	13195
(Eldorado)	48335	38538	125.42	.74	.68	55761
(Seville)	21779	15149	143.77	.33	.27	23030
CHEVROLET	959224	897348	106.90	14.64	15.86	1222624
(Chevette)	132000	173764	75.97	2.01	3.07	229164
(Celebrity)	114399	60760	188.20	1.74	1.07	96799
(Cavalier)	175567	83508	210.04	2.69	1.48	118110
(Camaro)	128318	129060	99.42	1.96	2.28	173606
(Citation)	74005	139973	52.87	1.13	2.47	184396
(Malibu)	78624	80737	97.38	1.20	1.43	107764
(Corvette)	18802	16290	115.42	.29	.29	21462
(Monte Carlo)	70028	70618	99.16	1.07	1.25	95819
OLDSMOBILE	705135	553383	127.43	10.79	9.78	775702
(Omega)	39704	54251	73.19	.61	.96	71711
(Firenza)	33288	17472	190.51	.51	.31	26810
(Cutlass Ciera)	126270	71014	177.81	1.93	1.25	109942
(Cutlass)	231822	202995	114.21	3.52	3.58	276028
(Toronado)	26955	22619	119.17	.41	.40	32367
PONTIAC	375128	336713	111.41	5.72	5.95	461149
(1000)	28054	37135	70.18	.40	.66	49286
(2000)	63252	40228	157.18	.95	.71	55705
(6000)	61464	32279	190.41	.94	.57	52687
(Phoenix)	20117	38436	55.21	.31	.64	48130
(Bonneville)	59774	54270	110.14	.91	.96	72933
(Firebird)	66178	70968	93.25	1.01	1.25	98114
(Fiero)	746	-	-	.01	-	-
GEN. MTRS. CORP.	2847491	2460463	115.73	43.43	43.48	3413343
Misc. Domestic	521	2011	25.91	.01	.04	2498
Other Import	177874	161866	109.88	27.11	28.62	2170733
U. S. TOTAL	6556402	5656444	115.91			7754342

UNITED STATES SUMMARY

(None Total) - Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	SEPT	% IND	YEAR TO DATE		% '83	% IND	
	1983		1983	1982	VS '82	1983	1982
Dodge	19831	7.96	184451	166176	111.00	8.67	9.36
Plymouth	366	.15	6597	7891	83.60	.31	.44
-	-	-	-	-	-	-	-
Ford	76308	30.64	670317	539431	124.26	31.52	30.37
Chevrolet	70469	28.29	643479	554094	116.13	30.25	31.21
G.M.C.	19068	7.66	179947	157124	114.53	8.46	8.85
I.H.	5231	2.10	36562	33713	108.45	1.72	1.90
Jeep Truck	5508	2.21	48921	44090	110.96	2.30	2.48
Mack	1574	.63	11138	11663	95.50	.52	.66
Kenworth	851	.34	4973	5404	92.02	.23	.30
Peterbilt	1051	.42	5322	4173	127.53	.25	.23
Daimler-Benz Corp.	1502	.60	9699	7441	130.35	.46	.42
Volvo White	554	.22	3678	3167	116.14	.17	.18
Misc.	46771	18.78	321947	241548	133.28	15.14	13.60
U. S. Total	249084		2127031	1775915	119.77		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW8 33 & OVER
Dodge	110843	73608	-	-	-	-	-	-
(Dodge 1)	70252	53953	-	-	-	-	-	-
Plymouth *	3478	3119	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-
Ford	245725	387363	-	-	-	7881	13797	5551
(Ford 2)	189122	152609	-	-	-	-	-	-
Chevrolet	350591	269402	13508	-	206	4163	5257	352
(Chev 3)	235739	112323	-	-	-	-	-	-
G.M.C.	78087	84672	453	-	234	4657	6557	5287
(G.M.C. 4)	47243	35387	-	-	-	-	-	-
I.H.	-	-	-	-	-	14442	8266	13854
Jeep Truck	29827	19094	-	-	-	-	-	-
(Jeep 5)	29827	16136	-	-	-	-	-	-
Mack	-	-	-	-	-	1614	740	8784
Kenworth	-	-	-	-	-	-	-	4973
Peterbilt	-	-	-	-	-	-	-	5322
Daimler-Benz Corp.	-	-	-	-	-	1356	721	7622
Volvo White	-	-	-	-	-	-	690	2988
Misc.	314858	6007	2	250	7	-	184	639
Total	1133409	853265	13963	250	447	34113	36212	55372
1982 Total	924170	705756	14750	7	1185	32222	43118	54711
1983 vs '82	122.64	120.90	94.66	-	37.72	105.87	83.96	101.21

(Memo Total)-To be included in GVW 1,2 & 3

1 Includes Ram Vans, Rampage, Ram Charger, Ram 50 and Rampage

2 Includes Courier, Ranger, Bronco and Vans

3 Includes El Camino, Blazer, L.U.V., S10 and Vans

* Plymouth Includes Trail Duster, Voyager, Scamp and Arrow

4 Includes Vans, Jimmy, S15 and Caballero

5 Includes CJ's, Cherokee, Wagoneer and Scrambler

Registrations for the State of Oklahoma are not available
REGISTRATIONS FOR THE STATE OF KENTUCKY ARE TEMPORARILY DELAYED.
REGISTRATIONS FOR THE STATE OF NEW MEXICO ARE TEMPORARILY DELAYED.

NEW IMPORTED CARS
LEADING MAKES

MAKES	YEAR TO DATE 1983		YEAR TO DATE 1982	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Dodge Colt	27744	.42	28595	.51
Dodge Colt Vista SW	-	-	-	-
Dodge Conquest	11	-	-	-
Dodge Challenger	12044	.18	10875	.19
Plymouth Colt	24631	.38	27714	.49
Plymouth Colt Vista SW	-	-	-	-
Plymouth Conquest	7	-	-	-
Plymouth Sapporo	10033	.15	8780	.16
Total Domestic Sponsored Imports	74470	1.14	75964	1.34
OTHER IMPORTS				
Isuzu	14875	.23	10587	.19
Nissan	398277	6.07	341283	6.03
Honda	294116	4.49	276569	4.89
Mazda	128702	1.96	116255	2.06
Mercedes-Benz	53596	.82	47432	.84
Renault	26516	.40	27169	.48
Subaru	110294	1.68	102703	1.82
Toyota	415280	6.33	401589	7.10
Volkswagen	104862	1.60	111551	1.97
Volvo	68949	1.05	57412	1.01
Others	163273	2.49	126316	2.23
Total Other Imports	1778740	27.13	1618866	28.62
GRAND TOTAL ALL IMPORT CARS	1853210	28.27	1694830	29.96

NEW IMPORTED LIGHT TRUCKS
LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Chevrolet L.U.V.	3140	.15	17158	.97
Dodge RAM 50	22608	1.06	23237	1.31
Ford Courier	9000	.42	22662	1.28
Plymouth Arrow	817	.04	4241	.24
Total Domestic Sponsored Imports	35565	1.67	67298	3.79
OTHER IMPORTS				
Isuzu	16482	.77	12236	.69
Nissan	98617	4.64	69008	3.89
Mazda	49613	2.33	27058	1.52
Subaru	4368	.21	4228	.24
Toyota	129502	6.09	105981	5.97
Volkswagen	15184	.71	20404	1.15
Others	7099	.33	1434	.08
Total Other Import Trucks	320865	15.09	240349	13.53
GRAND TOTAL ALL IMPORT TRUCKS	356430	16.76	307647	17.32

NEW DOMESTIC LIGHT TRUCKS
(0-6,000 LBS)

CHEVROLET S10	133275	6.27	125264	7.05
DODGE RAMPAGE	8134	.38	12292	.69
FORD RANGER	133510	6.28	67660	3.81
GMC S15	29943	1.41	26921	1.51

UNITED STATES SUMMARY

NEW VEHICLE REGISTRATIONS-UNITED STATES
CALENDAR YEAR TOTALS

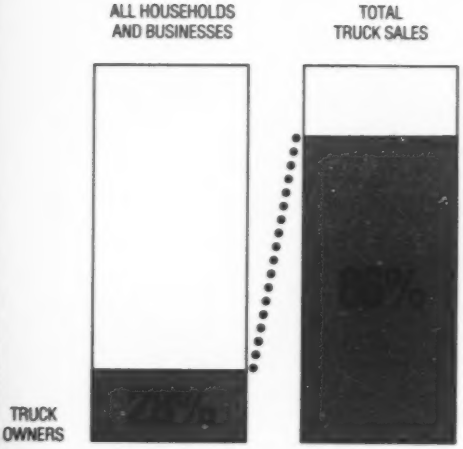
YEAR	CARS	TRUCKS
*1973	11358995	3029074
*1974	8701094	2856918
*1975	8261840	2997417
*1976	9751485	3818809
*1977	10826234	3509328
*1978	10946104	3963340
*1979	10336695	3472289
*1980	8760937	2476777
*1981	8443919	2183489
*1982	7754342	2438471

TOTALS INCLUDE ALASKA & HAWAII
*OKLAHOMA NOT AVAILABLE

R. L. POLK & CO. R.9-83

SEPTEMBER 1983 ISSUED 11/83

CUT STRAIGHT TO THE HEART OF THE NEW TRUCK MARKET...



...the 28% of all households and businesses who buy 86% of the trucks

Only POLK AUTOMOTIVE MAIL can do it

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11/11/84 C7715-3A

OCTOBER
1983

pocket summary

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NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	OCTOBER		% '83 VS '82	% 10D	
	1983	1982		1983	1982
A.M.C.	15550	11355	136.94	2.05	1.73
(Encore)	3325	-	-	.43	-
(Eagle)	2649	2944	89.98	.35	.45
CHRYSLER	21579	16896	127.72	2.85	2.58
(Laser)	1698	-	-	.22	-
(Le Baron)	8269	7369	95.06	.83	1.13
(E/IN/NY 5 AVE)	13275	7751	171.27	1.76	1.18
DODGE	28960	26074	111.07	3.82	3.98
(Daytona)	1374	-	-	.18	-
(Colt/Vista)	3609	3193	113.03	.48	.49
(Conq/Challngr)	754	935	80.64	.10	.14
(Omni)	8572	6420	133.50	1.13	.98
(Aries)	8112	9881	82.10	1.07	1.51
(Diplomat)	908	1615	56.17	.12	.25
(Dodge 400/600)	5385	3318	162.30	.71	.51
PLYMOUTH	23279	22816	102.03	3.08	3.48
(Colt/Vista)	3368	3221	104.56	.45	.49
(Conq/Sapporo)	721	1194	60.39	.10	.18
(Horizon)	8706	6638	131.15	1.15	1.01
(Reliant)	10190	10909	93.41	1.34	1.67
(Gran Fury)	294	854	34.43	.04	.13
CHRYSLER CORP.	73818	65786	112.21	9.75	10.05
FORD	90239	68553	131.63	11.92	10.47
(Escort)	24645	26867	92.42	3.26	4.07
(Fairmont)	671	9805	6.99	.09	1.47
(Tempo)	21042	1	-	2.78	-
(Granada)	-	5219	-	-	.80
(LTD)	22091	11802	187.18	2.92	1.80
(Mustang)	8664	10900	79.49	1.14	1.66
(T'Bird)	13128	4359	301.12	1.73	.67
LINCOLN	9094	9262	98.19	1.2	1.41
(Mark VI & VII)	1288	2431	52.90	.17	.37
MERCURY	35070	25330	138.45	4.64	3.87
(Zephyr)	131	3280	3.99	.02	.50
(Topaz)	5508	-	-	.73	-
(Cougar)	9166	3972	230.77	1.21	.61
(Capri)	1878	2903	64.69	.25	.44
(Lynx)	8395	8432	75.04	.85	1.29
LINC/MERC. DIV.	44164	34592	127.67	5.84	5.28
FORD MOTOR CO.	134403	103145	130.30	17.76	15.75
BUICK	73973	64778	114.19	9.77	9.89
(Skyhawk)	5227	4862	107.51	.69	.74
(Skylark)	7391	11001	67.18	.98	1.68
(Century)	15220	8803	172.90	2.01	1.34
(Regal)	20881	20216	103.29	2.75	3.09
(Riviera)	5357	4198	127.61	.71	.64
CADILLAC	27332	23208	117.37	3.61	3.56
(Cimarron)	1547	1061	145.81	.20	.16
(Eldorado)	7443	5366	138.71	.98	.82
(Seville)	3504	2467	142.03	.46	.38
CHEVROLET	109853	97372	112.82	14.52	14.87
(Chevette)	13478	17744	75.96	1.78	2.71
(Celebrity)	16143	10132	159.33	2.13	1.55
(Cavalier)	22628	10245	220.88	3.00	1.56
(Camaro)	15402	12109	127.19	2.04	1.85
(Citation)	5912	12028	49.09	.78	1.85
(Malibu)	3867	7618	50.75	.51	1.16
(Corvette)	2293	1581	145.09	.30	.24
(Monte Carlo)	10418	7584	137.37	1.38	1.16
OLDSMOBILE	88554	71372	124.07	11.70	10.90
(Omega)	3195	5441	58.83	.42	.83
(Firenza)	3419	2851	119.92	.45	.44
(Cutlass Ciera)	19798	11685	169.39	2.62	1.79
(Cutlass)	29852	24715	119.98	3.92	3.77
(Toronado)	3948	2957	133.24	.52	.45
PONTIAC	52035	36280	143.51	6.88	5.54
(1000)	2739	3569	76.74	.36	.55
(2000)	6414	5155	124.42	.85	.78
(6000)	9175	5824	183.14	1.22	.88
(Phoenix)	1402	3150	47.05	.20	.48
(Bonneville)	7969	5068	131.33	1.05	.83
(Firebird)	7747	6840	118.57	1.02	1.01
(Fiero)	4330	-	-	.57	-
GEN. MTRS. CORP.	351747	293070	120.02	46.48	44.76
Misc. Domestic	41	172	23.84	.01	.03
Other Import	181236	181278	99.98	23.95	27.68
U. S. TOTAL	756795	654800	115.58		

UNITED STATES SUMMARY

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '83	% END		YEAR END
	1983	1982	VS '82	1983	1982	1982
A.M.C.	155798	79167	196.80	2.15	1.25	108706
(Encore)	5312	-	-	.07	-	-
(Eagle)	24865	28819	86.28	.34	.45	35707
CHRYSLER	207958	137639	151.10	2.84	2.18	171878
(Laser)	2224	-	-	.03	-	-
(Le Baron)	65944	71963	91.64	.90	1.14	85584
(E/MY/MY 5 AVE)	128459	50719	253.28	1.75	.80	67919
DODGE	297747	244251	121.90	4.07	3.87	302411
(Daytona)	1814	-	-	.02	-	-
(Colt/Vista)	31351	31788	98.63	.43	.50	38577
(Cong/Challngr)	12809	11810	108.46	.18	.19	13651
(Omni)	77247	63125	122.37	1.06	1.00	78172
(Aries)	98455	88738	110.95	1.34	1.40	111646
(Diplomat)	19890	20016	98.37	.27	.32	23168
(Dodge 400/600)	52237	22757	229.54	.71	.36	32025
PLYMOUTH	255855	240552	106.36	3.50	3.81	291189
(Colt/Vista)	27999	30935	90.51	.38	.49	35429
(Cong/Sapporo)	10761	9974	107.89	.15	.16	12241
(Horizon)	74702	67722	110.31	1.02	1.07	82853
(Reliant)	130916	118027	110.92	1.79	1.87	145216
(Gran Fury)	11477	13894	82.60	.16	.22	15410
CHRYSLER CORP.	761570	622442	122.35	10.41	9.86	765478
FORD	832161	727945	114.32	11.38	11.54	888470
(Escort)	288475	305632	94.39	3.93	4.85	367286
(Fairmont)	46221	104344	44.30	.63	1.65	131496
(Tempo)	79347	2	-	1.09	-	9
(Granada)	-	86731	-	-	1.37	95551
(LTD)	229308	99155	231.26	3.14	1.57	137789
(Mustang)	93327	94490	98.77	1.28	1.50	115095
(T'Bird)	95483	37591	254.00	1.31	.60	42244
LINCOLN	81053	66916	121.13	1.11	1.06	87820
(Mark VI & VII)	21894	20184	108.47	.30	.32	25925
MERCURY	322765	258920	124.66	4.41	4.10	316293
(Zephyr)	13221	33532	39.43	.18	.53	41071
(Topaz)	23606	-	-	.32	-	-
(Cougar)	62952	52365	120.22	.86	.83	57340
(Capri)	18861	24019	78.53	.26	.38	30162
(Lynx)	72243	90859	79.51	.99	1.44	106709
LINC/MERC. DIV.	403818	325836	123.93	5.52	5.16	404113
FORD MOTOR CO.	1235979	1053781	117.29	16.90	16.70	1293583
BUICK	67404	57304	117.63	9.22	9.08	713671
(Skyhawk)	6021	33976	177.23	.82	.54	44986
(Skylark)	8394	11970	70.13	1.15	1.90	143012
(Century)	11558	71625	161.37	1.58	1.13	96548
(Regal)	19167	18237	105.09	2.63	2.89	221483
(Riviera)	19666	33868	117.05	.54	.54	43099
CADILLAC	23525	18806	125.09	3.22	2.98	240197
(Cimarron)	15994	10125	157.97	.22	.16	13195
(Eldorado)	5577	4390	127.04	.76	.70	55781
(Seville)	25283	17615	143.53	.35	.28	23030
CHEVROLET	1069070	994720	107.47	14.62	15.77	1222624
(Chevette)	145478	191508	75.96	1.99	3.04	229164
(Celebrity)	130539	70892	184.14	1.79	1.12	86795
(Cavalier)	198194	93833	211.22	2.70	1.49	118110
(Camaro)	143718	141169	101.81	1.97	2.24	173686
(Citation)	79917	152798	52.30	1.09	2.42	184396
(Malibu)	82488	88355	93.36	1.13	1.40	107764
(Corvette)	21095	17851	118.17	.29	.28	21482
(Monte Carlo)	88446	78202	102.87	1.10	1.24	95619
OLDSMOBILE	793687	624735	127.04	10.85	9.90	775702
(Omega)	42883	59692	71.86	.59	.95	71711
(Firenza)	36705	20323	180.64	.50	.32	28810
(Cutlass Ciera)	146068	82709	176.60	2.00	1.31	109942
(Cutlass)	281474	227700	114.83	3.57	3.60	276028
(Toronado)	38855	25578	120.80	.42	.41	32367
PONTIAC	427153	372973	114.53	5.84	5.91	461149
(1000)	28792	40704	70.74	.39	.64	49286
(2000)	69665	45403	153.44	.95	.72	55705
(6000)	70638	37903	186.37	.97	.60	52007
(Phoenix)	21599	38586	54.56	.30	.61	48139
(Bonneville)	87742	80338	112.27	1.20	1.28	72933
(Firebird)	73824	77814	95.25	1.00	1.23	98114
(Fiero)	5076	-	-	.07	-	-
GEN. MTRS. CORP.	3199215	2793513	114.19	43.75	43.84	3413343
Misc. Domestic	582	2103	27.74	.01	.03	2499
Other Import	1950954	1800144	108.88	26.80	28.52	2170733
U. S. TOTAL	7313078	6311250	115.87			7794346

UNITED STATES SUMMARY

(Mopar Total) - Included in Mobo Total

NEW TRUCK REGISTRATIONS

MAKES	OCT	%	YEAR TO DATE		% '83	% IND	
	1983	IND	1983	1982	VS '82	1983	1982
Dodge	20849	7.88	205298	182999	112.19	8.58	9.29
Plymouth	356	.13	6953	8622	80.64	.29	.44
	-	-	-	-	-	-	-
Ford	86447	32.68	756737	593900	127.42	31.64	30.16
Chevrolet	80111	30.29	723581	611862	118.26	30.26	31.08
G.M.C.	20735	7.84	200678	172939	116.04	8.39	8.78
I.H.	5127	1.94	41689	37973	109.79	1.74	1.93
Jeep Truck	6929	2.62	55850	49852	112.48	2.34	2.52
Mack	1222	.46	12360	12842	97.77	.52	.64
Kenworth	1050	.40	8023	6086	98.96	.25	.31
Peterbilt	930	.35	6252	4603	135.82	.26	.23
Daimler-Benz Corp.	1475	.56	11173	8294	134.71	.47	.42
Volvo White	590	.22	4268	3753	113.72	.18	.19
Misc.	38688	14.63	360621	275933	130.74	15.08	14.01
U. S. Total	264509		2391481	1969158	121.45		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVWS 33 & OVER
Dodge	123789	81509	-	-	-	-	-	-
(Dodge 1)	70452	59764	-	-	-	-	-	-
Plymouth *	3668	3285	-	-	-	-	-	-
	-	-	-	-	-	-	-	-
Ford	275163	451137	-	-	-	8756	15530	6151
(Ford 2)	213135	171602	-	-	-	-	-	-
Chevrolet	395254	301068	15978	-	234	4748	5908	391
(Chev 3)	264755	123635	-	-	-	-	-	-
G.M.C.	87817	93588	544	-	374	5227	7319	5807
(G.M.C. 4)	52705	38717	-	-	-	-	-	-
I.H.	-	-	-	-	-	16757	9345	15587
Jeep Truck	34758	21092	-	-	-	-	-	-
(Jeep 5)	34758	17819	-	-	-	1786	813	9761
Mack	-	-	-	-	-	-	-	6023
Kenworth	-	-	-	-	-	-	-	6252
Peterbilt	-	-	-	-	-	1529	799	8845
Daimler-Benz Corp.	-	-	-	-	-	-	801	3467
Volvo White	-	-	-	-	-	-	195	801
Misc.	352864	6475	2	277	7			
Total	1273313	950154	16524	277	615	38803	40710	63095
1982 Total	1031261	777257	16294	7	1247	36051	46530	60511
1983 vs '82	123.47	123.27	101.41	-	49.32	107.63	87.49	104.25

(Mack Total)-To be included in GVW 1,2 & 3

1 Includes Ram Vans, Ramcharger, Ram 50 and Rampage

2 Includes Courier, Ranger, Bronco and Vans

3 Includes El Camino, Blazer, L.U.V., S10 and Vans

* Plymouth Includes Trail Duster, Voyager, Scamp and Arrow

4 Includes Vans, Jimmy, S15 and Caballero

5 Includes CJ's, Cherokee, Wagoneer and Scrambler

Registrations for the State of Oklahoma are not available

NEW IMPORTED CARS
LEADING MAKES

MAKES	YEAR TO DATE 1983		YEAR TO DATE 1982	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Dodge Colt	31132	.43	31788	.50
Dodge Colt Vista SW	219	-	-	-
Dodge Conquest	118	-	-	-
Dodge Challenger	12691	.17	11810	.19
Plymouth Colt	27897	.38	30935	.49
Plymouth Colt Vista SW	102	-	-	-
Plymouth Conquest	114	-	-	-
Plymouth Sapporo	10647	.15	9974	.16
Total Domestic Sponsored Imports	82920	1.13	84507	1.34
OTHER IMPORTS				
Isuzu	16780	.23	12139	.19
Nissan	437540	5.98	379702	6.02
Honda	325546	4.45	306552	4.86
Mazda	142853	1.95	131209	2.08
Mercedes-Benz	58890	.81	53024	.84
Renault	29192	.40	30251	.48
Subaru	123735	1.69	115844	1.84
Toyota	452360	6.19	442918	7.02
Volkswagen	116805	1.60	124726	1.98
Volvo	75494	1.03	62146	.98
Others	180759	2.47	141633	2.24
Total Other Imports	1959954	26.80	1800144	28.52
GRAND TOTAL ALL IMPORT CARS	2042874	27.93	1884651	29.86

NEW IMPORTED LIGHT TRUCKS
LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Chevrolet L.U.V.	4002	.17	18393	.93
Dodge RAM 50	26308	1.10	26524	1.35
Ford Courier	9067	.38	24177	1.23
Plymouth Arrow	831	.03	4659	.24
Total Domestic Sponsored Imports	40208	1.68	73753	3.75
OTHER IMPORTS				
Isuzu	18788	.79	13762	.70
Nissan	111448	4.66	79704	4.05
Mazda	55726	2.33	30553	1.55
Subaru	4905	.21	5010	.25
Toyota	143874	6.02	121185	6.15
Volkswagen	16596	.69	22670	1.15
Others	8002	.33	1668	.08
Total Other Import Trucks	359339	15.03	274552	13.94
GRAND TOTAL ALL IMPORT TRUCKS	399547	16.71	348305	17.69

NEW DOMESTIC LIGHT TRUCKS
(0-6,000 LBS)

CHEVROLET S10	147404	6.16	138068	7.01
DODGE RAMPAGE	9004	.38	13418	.68
FORD RANGER	149612	6.26	77196	3.92
GMC S15	32980	1.37	29647	1.51

UNITED STATES SUMMARY

NEW VEHICLE REGISTRATIONS-UNITED STATES
CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1973	11350905	3829874
*1974	8701894	2656918
*1975	8261840	2397617
*1976	9751485	3058009
*1977	10826234	3509328
*1978	10946106	3963340
*1979	10356695	3472200
*1980	8760937	2476777
*1981	8443919	2185480
*1982	7754342	2430671

TOTALS INCLUDE ALASKA & HAWAII
*OKLAHOMA NOT AVAILABLE

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OCTOBER 1983 ISSUED 12/83

4

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of registrations

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POLK STATISTICS

®

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	NOVEMBER		% '83	% 11MO	
	1983	1982	VS '82	1983	1982
A.M.C.	13960	13621	102.49	1.99	2.01
(Encore)	3818	-	-	.54	-
(Eagle)	2177	3274	66.49	.31	.48
CHRYSLER	20787	18912	126.68	2.98	2.42
(Laser)	2983	-	-	.43	-
(Le Baron)	6178	6689	92.36	.88	.99
(E/BY/BY 5 AVE)	11433	8168	139.97	1.62	1.20
DODGE	28138	26310	106.95	4.01	3.89
(Daytona)	2184	-	-	.31	-
(Colt/Vista)	3888	2067	188.00	.55	.31
(Conq/Challngr)	842	779	82.41	.09	.11
(Omni)	7735	6791	113.90	1.10	1.00
(Aries)	8290	10373	79.92	1.19	1.54
(Diplomat)	813	1835	33.41	.09	.27
(Dodge 400/600)	4833	3819	121.31	.66	.56
PLYMOUTH	20879	23740	87.95	2.98	3.50
(Colt/Vista)	3440	1929	178.33	.49	.28
(Conq/Sapporo)	801	936	84.21	.09	.14
(Horizon)	7036	7048	99.86	1.00	1.04
(Reliant)	9588	13030	73.43	1.37	1.92
(Gran Fury)	234	798	29.29	.03	.12
CHRYSLER CORP.	69804	66482	105.03	9.95	9.81
FORD	90940	74814	121.88	12.96	11.01
(Escort)	24289	30394	79.95	3.46	4.49
(Fairmont)	318	10478	3.02	.05	1.55
(Tempo)	20081	4	-	2.88	-
(Granada)	-	4581	-	-	.67
(LTD)	22989	15971	143.94	3.28	2.36
(Mustang)	10192	10463	97.41	1.45	1.54
(T'Bird)	13063	2742	476.40	1.86	.40
LINCOLN	6847	9911	69.08	.98	1.46
(Mark VI & VII)	1518	2600	58.38	.22	.38
MERCURY	32493	26549	122.39	4.63	3.92
(Zephyr)	87	3453	1.94	.01	.51
(Topaz)	5269	-	-	.75	-
(Cougar)	7829	2829	280.28	1.12	.42
(Capri)	2035	2909	69.96	.29	.43
(Lynx)	5441	7581	71.96	.78	1.11
LINC/MERC. DIV.	38340	38480	107.90	5.61	5.38
FORD MOTOR CO.	130280	111074	117.29	18.57	16.38
BUICK	64302	68377	94.04	9.17	10.09
(Skyhawk)	5028	5190	96.88	.72	.77
(Skylark)	8876	11795	58.30	.98	1.74
(Century)	13903	11151	124.68	1.98	1.65
(Regal)	18118	19923	80.89	2.30	2.93
(Riviera)	4820	4556	105.79	.69	.67
CADILLAC	24218	24240	99.91	3.45	3.58
(Cimarron)	1390	1282	108.42	.20	.19
(Eldorado)	6037	5520	109.37	.85	.82
(Seville)	3059	2452	124.76	.44	.36
CHEVROLET	105011	111113	94.51	14.97	16.39
(Chevette)	12058	20226	83.56	1.83	2.98
(Celebrity)	17292	11747	147.20	2.47	1.73
(Cavalier)	23209	11246	207.09	3.32	1.66
(Camaro)	14668	14349	102.21	2.09	2.12
(Citation)	4913	15861	30.98	.70	2.34
(Malibu)	1781	9177	19.52	.26	1.35
(Corvette)	2189	1677	130.53	.31	.25
(Monte Carlo)	9362	9063	103.30	1.33	1.34
OLDSMOBILE	78472	73929	106.15	11.19	10.91
(Omega)	2811	6186	42.21	.37	.91
(Firenza)	3142	3049	103.08	.45	.45
(Cutlass Ciera)	17592	13411	131.18	2.51	1.98
(Cutlass)	28010	24142	107.74	3.71	3.57
(Toronado)	3491	3391	102.95	.50	.50
PONTIAC	48036	41258	116.45	6.85	6.09
(1000)	2237	4134	54.11	.32	.61
(2000)	6551	4700	138.36	.93	.69
(6000)	8455	6806	124.23	1.22	1.00
(Phoenix)	1348	4058	33.17	.19	.60
(Bonneville)	8513	6300	103.36	.93	.93
(Firebird)	7398	8823	83.85	1.05	1.31
(Fiero)	5477	-	-	.78	-
GEN. MTRS. CORP	320019	318911	100.35	45.83	47.06
Misc. Domestic	36	135	23.70	-	.02
Other Imprt	187333	187738	99.84	23.88	25.71
U. S. TOTAL	701448	677838	101.91		

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '83	% IND		YEAR END
	1983	1982	VS '82	1983	1982	1982
A.M.C.	189758	92788	182.95	2.12	1.33	108706
(Encore)	9130	-	-	.11	-	-
(Eagle)	27042	32883	84.26	.34	.46	35707
CHRYSLER	228755	154051	148.49	2.85	2.20	171878
(Laser)	5207	-	-	.06	-	-
(Le Baron)	72122	78852	91.70	.90	1.12	85884
(E/AY/AY 5 AVE)	139892	58887	237.56	1.75	.84	67919
DODGE	325885	270561	120.45	4.07	3.88	302411
(Daytona)	3998	-	-	.05	-	-
(Colt/Vista)	35237	33855	104.08	.44	.48	38577
(Conq/Challngr)	13451	12589	106.85	.17	.18	13651
(Omni)	84382	69816	121.55	1.06	1.00	78172
(Aries)	106745	99111	107.70	1.34	1.43	111648
(Diplomat)	20303	21851	92.92	.25	.31	23160
(Dodge 400/600)	56670	25576	213.99	.71	.38	32025
PLYMOUTH	276734	264292	104.71	3.45	3.78	291189
(Colt/Vista)	31439	32864	95.65	.39	.47	35429
(Conq/Sapporo)	11362	10910	104.14	.14	.16	12241
(Horizon)	81738	74768	109.32	1.02	1.07	82893
(Reliant)	140484	131057	107.19	1.75	1.87	145218
(Gran Fury)	11711	14693	79.70	.15	.21	15410
CHRYSLER CORP.	621374	588904	120.68	10.37	9.86	765478
FORD	923101	802559	115.02	11.52	11.49	889470
(Escort)	312774	336026	93.08	3.91	4.81	367286
(Fairmont)	46537	114823	40.53	.58	1.64	131496
(Tempo)	99428	8	-	1.24	-	8
(Granada)	-	91292	-	-	1.31	95551
(LTD)	252297	115128	219.15	3.15	1.65	137709
(Mustang)	103519	104953	98.63	1.29	1.50	115095
(T'Bird)	108546	40333	269.12	1.35	.58	42244
LINCOLN	87800	76827	114.41	1.10	1.10	87820
(Mark VI & VII)	23412	22784	102.76	.30	.33	25925
MERCURY	355258	285468	124.45	4.43	4.08	316293
(Zephyr)	13288	36985	35.93	.17	.53	41071
(Topaz)	28875	-	-	.36	-	-
(Cougar)	70881	55194	128.42	.88	.79	57340
(Cogr1)	20896	26928	77.60	.26	.39	30162
(Lynx)	77684	98420	78.93	.97	1.40	106789
LINC/MERC. DIV.	443158	362296	122.32	5.53	5.18	404113
FORD MOTOR CO.	1366259	1164855	117.29	17.05	16.67	1293583
BUICK	730350	641519	113.11	9.21	9.18	713871
(Skyhawk)	85242	39188	168.58	.81	.56	44986
(Skylark)	90825	131499	69.07	1.13	1.88	143012
(Century)	129485	82778	156.43	1.82	1.18	86548
(Regal)	207787	202302	102.71	2.59	2.90	221483
(Riviera)	44488	38444	115.72	.56	.55	43099
CADILLAC	259475	212303	122.22	3.24	3.04	240197
(Cimarron)	17384	11407	152.40	.22	.16	13195
(Eldorado)	61814	49424	125.07	.77	.71	55761
(Seville)	28342	20067	141.24	.35	.29	23030
CHEVROLET	1174081	1105033	106.17	14.65	15.81	1222624
(Chevette)	150334	211734	74.78	1.88	3.01	229164
(Celebrity)	147831	82639	178.89	1.84	1.18	95799
(Cavalier)	221483	105079	210.78	2.78	1.50	118110
(Camaro)	150384	155518	101.84	1.98	2.23	173686
(Citation)	84830	108860	50.30	1.06	2.41	184398
(Malibu)	84280	97532	88.41	1.05	1.40	107784
(Corvette)	23284	19528	119.23	.29	.28	21462
(Monte Carlo)	85008	87265	102.91	1.12	1.25	95618
OLDSMOBILE	872159	698684	124.83	10.88	10.00	775702
(Omega)	45504	65878	69.07	.57	.94	71711
(Firenza)	39847	23371	170.50	.50	.33	26810
(Cutlass Ciera)	183660	98120	170.27	2.04	1.38	109942
(Cutlass)	287484	251842	114.15	3.58	3.81	276026
(Toronado)	34388	28967	118.71	.43	.41	32367
PONTIAC	475189	414225	114.72	5.93	5.93	461149
(1000)	31029	44838	69.20	.39	.64	49286
(2000)	78218	50103	156.12	.95	.72	55706
(6000)	78093	44709	176.91	.95	.64	52607
(Phoenix)	22945	43644	52.57	.29	.62	48130
(Bonneville)	74255	86618	111.43	.93	.95	72933
(Firebird)	81322	88437	94.09	1.01	1.25	98114
(Fiero)	10553	-	-	.13	-	-
GEN. MTRS. CORP	3519254	3072444	114.54	43.91	43.88	3413343
Misc. Domestic	594	2318	25.63	.01	.03	2498
Other Import	2127287	1967518	108.12	26.54	28.09	2170733
U. S. TOTAL	8014528	6998855	114.52			7754342

UNITED STATES SUMMARY

(Make Total) - Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	NOV	% IND	YEAR TO DATE		% '83	% IND	
	1983		1983	1982	VS '82	1983	1982
Dodge	19800	7.82	225088	199504	112.83	8.51	9.13
Plymouth	432	.17	7385	9367	78.84	.28	.43
	-	-	-	-	-	-	-
Ford	82770	32.70	839507	656365	127.90	31.75	30.05
Chevrolet	80197	31.67	803778	680925	118.04	30.38	31.17
G.M.C.	20565	8.12	221241	191836	115.33	8.37	8.78
I.H.	4045	1.60	45734	42139	108.53	1.73	1.93
Jeep Truck	8018	3.17	83868	55534	115.01	2.41	2.54
Mack	1122	.44	13482	13780	97.84	.51	.63
Kenworth	845	.33	6868	6692	102.63	.26	.31
Peterbilt	799	.32	7051	5188	136.44	.27	.24
Daimler-Benz Corp.	1278	.50	12451	9182	135.60	.47	.42
Volvo White	610	.24	4878	4148	117.66	.18	.19
Misc.	32724	12.92	393345	309740	126.99	14.87	14.18
U. S. Total	253205		2644686	2184378	121.07		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVWR 33 & OVER
Dodge	135727	89371	-	-	-	-	-	-
(Dodge 1)	86062	65123	-	-	-	-	-	-
Plymouth *	4053	3332	-	-	-	-	-	-
	-	-	-	-	-	-	-	-
Ford	300402	505899	-	-	-	9451	16926	6749
(Ford 2)	235347	189899	-	-	-	-	-	-
Chevrolet	438261	334780	10356	-	260	5228	6401	412
(Chev 3)	293488	135783	-	-	-	-	-	-
G.M.C.	97478	102531	620	-	498	5700	8012	6402
(G.M.C. 4)	58540	41762	-	-	-	-	-	-
I.H.	-	-	-	-	-	18072	10311	17351
Jeep Truck	40834	23034	-	-	-	-	-	-
(Jeep 5)	40834	19450	-	-	-	-	-	-
Mack	-	-	-	-	-	1941	868	10673
Kenworth	-	-	-	-	-	-	-	6868
Peterbilt	-	-	-	-	-	-	-	7051
Daimler-Benz Corp.	-	-	-	-	-	1737	848	9866
Volvo White	-	-	-	-	-	-	908	3970
Misc.	385063	6825	6	306	7	-	216	922
Total	1401898	1085772	10982	306	765	42129	44570	70264
1982 Total	1148279	859950	17984	0	1302	40269	50268	66336
1983 vs '82	122.05	123.95	105.67	-	58.76	104.62	88.66	105.92

(None Total)-To be included in GVW 1,2 & 3

1 Includes Raa Vans, Ramcharger, Raa 50 and Rampage

2 Includes Courier, Ranger, Bronco and Vans

3 Includes El Camino, Blazer, L.U.V., S10 and Vans

* Plymouth Includes Trail Duster, Voyager, Scamp and Arrow

4 Includes Vans, Jimmy, S15 and Caballero

5 Includes CJ's, Cherokee, Wagoneer and Scrambler

Registrations for the State of Oklahoma are now available
REGISTRATIONS FOR THE STATE OF NEW YORK ARE TEMPORARILY DELAYED.

NEW IMPORTED CARS
LEADING MAKES

MAKES	YEAR TO DATE 1983		YEAR TO DATE 1982	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Dodge Colt	34275	.43	33855	.48
Dodge Colt Vista SW	962	.01	-	-
Dodge Conquest	376	-	-	-
Dodge Challenger	13075	.16	12589	.18
Plymouth Colt	30633	.38	32864	.47
Plymouth Colt Vista SW	806	.01	-	-
Plymouth Conquest	364	-	-	-
Plymouth Sapporo	10998	.14	10910	.16
Total Domestic Sponsored Imports	91489	1.14	90218	1.29
OTHER IMPORTS				
Isuzu	18448	.23	13419	.19
Nissan	489201	5.85	416018	5.95
Honda	357447	4.46	333861	4.78
Mazda	155372	1.94	144172	2.06
Mercedes-Benz	63954	.80	58449	.84
Renault	31010	.39	33201	.48
Subaru	133484	1.67	127813	1.83
Toyota	490868	6.12	481594	6.88
Volkswagen	127678	1.59	136097	1.95
Volvo	82522	1.03	66870	.96
Others	197305	2.46	156085	2.23
Total Other Imports	2127287	26.54	1967580	28.15
GRAND TOTAL ALL IMPORT CARS	2218776	27.68	2057798	29.44

NEW IMPORTED LIGHT TRUCKS
LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Chevrolet L.U.V.	5226	.20	19886	.91
Dodge RAM 50	29360	1.11	29340	1.34
Ford Courier	9109	.34	26046	1.19
Plymouth Arrow	843	.03	4996	.23
Total Domestic Sponsored Imports	44538	1.68	80268	3.67
OTHER IMPORTS				
Isuzu	21032	.80	15176	.69
Nissan	120194	4.54	92803	4.25
Mazda	62199	2.35	33885	1.55
Subaru	5333	.20	5680	.26
Toyota	156110	5.90	134091	6.14
Volkswagen	18044	.68	24749	1.13
Others	8978	.34	2002	.09
Total Other Import Trucks	391888	14.82	308386	14.12
GRAND TOTAL ALL IMPORT TRUCKS	436426	16.50	388654	17.79

NEW DOMESTIC LIGHT TRUCKS
(0-8,500 LBS)

CHEVROLET S10	160433	6.07	155425	7.12
DODGE RAMPAGE	9740	.37	14548	.67
FORD RANGER	184624	6.22	86353	3.95
GMC S15	35701	1.35	33736	1.54

UNITED STATES SUMMARY

NEW VEHICLE REGISTRATIONS-UNITED STATES
CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1973	11350995	3029074
*1974	8701094	2656918
*1975	8261848	2397417
*1976	9731485	3058009
*1977	10826234	3509328
*1978	10946104	3963340
*1979	10356695	3472209
*1980	8760937	2476777
*1981	8463919	2185489
*1982	7754342	2430471

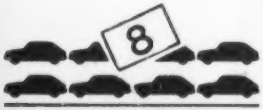
TOTALS INCLUDE ALASKA & HAWAII
*OKLAHOMA NOT AVAILABLE

R. L. POLK & CO. R.9-83

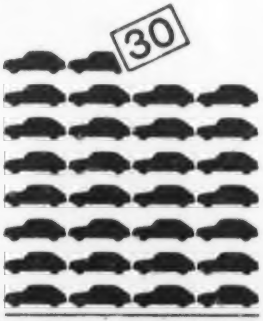
NOVEMBER 1983 ISSUED 01/84

4

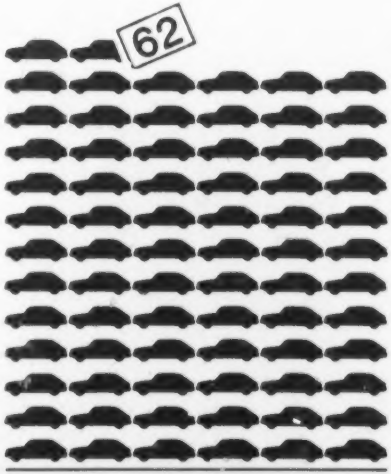
How many new car buyers per 100 households are you getting with your media buys?



ALL HOUSEHOLDS



POLK SELECTED HOUSEHOLDS
@ 2,000,000 LEVEL



POLK SELECTED HOUSEHOLDS
@ 50,000 LEVEL

R·L·POLK & CO.
6400 Monroe Blvd. • Taylor, MI 48180
Tel. (313) 292-3200

3/20/84
C7715-3

DECEMBER
1983

pocket summary

of registrations

new cars

new trucks

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

®

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	DECEMBER		Σ '83 vs '82	Σ 1ND	
	1983	1982		1983	1982
A M C	21058	15918	32	2 31	2 08
(Alliance/Encor	17298	9242	87 7	1 93	1 21
(Eagle)	3520	6614	47 62	1 38	*
CHRYSLER	25420	11827	42 53	2 14	2 33
(Laser)	431			*	
(Le Baron)	7742	5332	45 1*	8	26
(E/Ny/Ny 5 AVE)	1361	9032	150 75	1 43	1
DODGE	36307	31850	13 98	3 82	4 15
(Daytona)	3414			36	
(Colt/Vista)	5290	2722	194 1*	56	35
(Conq/Challngr)	581	1062	54 7	6	14
(Omni)	9378	8256	120 86	1	1
(Aries)	11245	12535	89 69	1 24	1 53
(Diplomat)	554	1117	49 6*	6	1
(Dodge 400/600)	5111	5449	93 83	54	
PLYMOUTH	29460	26683	109 42	3 1*	4 45
(Colt/Vista)	4208	2565	164 25	45	34
(Conq/Sapporo)	501	1331	37 64	5	
(Horizon)	10128	8	126 5*	1 06	1
(Reliant)	14195	14159	100 25	1 51	1 82
(Gran Fury)	428	717	59 69	4	9
CHRYSLER CORP	91467	76574	119 4*	10 32	10 33
FORD	111631	86912	128 4*	12 4	11 36
(Escort)	31179	31260	99 7*	3 3	4 04
(Fairmont)	332	16670	1 99	1 7*	2 14
(Tempo)	24652	1		2 7*	
(Granada)		4258			56
(LTD)	2866*	2256*	126 4*	1 1*	2 96
(Mustang)	10458	10142	102 92	1 1*	1 32
(T/Bird)	6445	7911	86 52	1 8	1 04
LINCOLN	9316	10336	84 5*	1 2	1 34
(Mark VI E VIII	2941	1145	23 5	1 2	1
MERCURY	19781	10824	129 57	1 4*	1 39
(Zephyr)	15	4086	1 7*	1	1
(Topaz)	723			1	
(Cougar)	3607	2146	168 1*	1	2
(Capri)	2055	3214	63 9*	1	1
(Lynx)	5935	8569	71 51	1	1
LINC MERC DIV	49888	41417	117 4*	5 4*	5 46
FORD MOTOR CO	161720	128129	126 2*	17 57	16 82
BUICK	39956	32268	123 8*	8 3*	8 44
(Skyhawk)	6259	5803	107 9*	64	74
(Skyhawk)	9388	11511	81 5*	1	61
(Century)	16726	14774	121 4*	1 8*	1 80
(Regal)	13178	9181	143 4*	2 1*	2 51
(Riviera)	6637	4666	142 2*	74	61
CADILLAC	12077	2789*	115 00	1 51	1 64
(Cimarron)	1740	1788	97 32	1	23
(Eldorado)	7611	6337	121 2*	85	83
(Seville)	2159	2663	80 36	41	73
CHEVROLET	136422	116787	116 8*	14 2*	14 27
(Chevette)	17719	17430	101 66	1 9*	2 24
(Citation)	24519	14160	173 16	2 7*	1 85
(Cavalier)	26214	12051	216 5*	3	1 73
(Camaro)	17356	18168	95 26	1 9*	2 34
(Citation)	7256	15736	46 37	84	2 04
(Malibu)	1217	10234	11 8*	1	1
(Corvette)	2755	1954	142 3*	3	2
(Monte Carlo)	12820	8154	157 46	1	1 04
OLDSMOBILE	59070	77038	126 60	7 8*	10 04
(Omega)	5577	5855	95 2*	1 4	76
(Firenza)	4049	3459	117 1*	45	45
(Cutlass Ciera)	22096	17823	159 86	2 6*	1 81
(Cutlass)	11590	24186	47 9*	1 4*	3 15
(Toronado)	4715	5400	87 3*	52	44
PONTIAC	61215	69225	88 4*	6 7*	8 15
(1000)	2681	4448	60 27	29	58
(2000)	9219	5599	164 6*	1 01	73
(6000)	10797	7918	135 3*	1 2*	1 04
(Phoenix)	1674	4486	37 3*	18	58
(Bonneville)	7743	6296	122 98	85	82
(Firebird)	9537	11677	81 6*	1 0*	1 5*
(Fiero)	7485			82	
GEN. MTRS. CORP	408690	340906	119 88	44 9*	44 5*
Misc. Domestic	23	181	12 71		02
Other Import	228001	203193	112 23	25 00	26 5*
U. S. TOTAL	909660	765461	118 8*		

UNITED STATES SUMMARY

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% CHANGE	MONTH		YEAR END
	1981	1982	1981/1982	1981	1982	1982
AMC	190797	108705	-43.0%	27,...	...40	108,705
(Alliance/Encore)	141833	24637	-82.6%	5,...	33	24,637
(Eagle)	48964	83068	+69.6%	22,...	...41	83,068
CHRYSLER	254,175	171,878	-32.4%	44,...	...27	171,878
(Laser)	951					
(Le Baron)	79,454	85,981	+8.2%	21,...	...08	85,981
(E/Imperial/S.A.E.)	15,308	6,741	-56.0%	226	...06	6,741
DODGE	362,192	202,411	-44.1%	49,...	...44	202,411
(Daytona)	74,...					
(Colt/Vista)	105,...	65,617	-37.5%	18,...	......	65,617
(Conq/Challenger)	14,013	1,365	-90.3%	342	......	1,365
(Dart)	94,960	78,177	-17.7%	21,...	...07	78,177
(Arties)	17,988	11,644	-35.3%	3,...	......	11,644
(Diplomat)	25,867	23,118	-10.6%	5,...	......	23,118
(Dodge 400/600)	6,138	32,024	+421.7%	8,...	......	32,024
PLYMOUTH	306,134	234,...	-23.4%	56,...	......	234,...
(Colt/Vista)	156,...	154,...	-1.0%	40,...	......	154,...
(Conq/Sapporo)	1,865	1,224	-34.4%	98	......	1,224
(Horizon)	9,866	44,893	+355.1%	10,...	......	44,893
(Reliant)	15,673	14,...	-8.1%	3,...	...07	14,...
(Gran Fury)	2,...	14,...	+...	3,...	......	14,...
CHRYSLER CORP	822,561	765,478	-6.9%	120,...	...34	765,478
FORD	1,034,730	888,...	-14.1%	214,...	......	888,...
(Escort)	134,693	167,286	+24.2%	33,...	...74	167,286
(Fairmont)	46,...	131,...	+184....	35,...	......	131,...
(Tempo)	124,...				...24	
(Granada)		9,555			...23	9,555
(LTD)	28,...	37,...	+33.1%	3,...	...78	37,...
(Mustang)	11,...	11,...	-...	99	......	11,...
(T-Bird)	12,...	4,...	-65....	1,...	...54	4,...
LINCOLN	97,...	87,...	-10....	22,...	...13	87,...
(Mark VI & VII)	26,...	25,...	-3....	3,...	...33	25,...
MERCURY	395,...	315,...	-20....	74,...	...04	315,...
(Zephyr)	1,...	1,...	-...	2,...	...83	1,...
(Topaz)	36,...				......	
(Cougar)	80,...	57,...	-28....	9,...	...74	57,...
(Capri)	2,...	3,...	+...	2,...	...33	3,...
(Lynx)	83,...	1,...	-98....	2,...	...38	1,...
LINC/MERC DIV	4,...	4,...	+...	1,...	......	4,...
FORD MOTOR CO	1,...	1,...	-...	17,...	...44	1,...
BUICK	81,...	71,...	-12....	9,...	......	71,...
(Skyhawk)	7,...	4,...	-...	1,...	......	4,...
(Skylark)	18,...	14,...	-...	1,...	......	14,...
(Century)	14,...	9,...	-...	1,...	......	9,...
(Regal)	22,...	22,...	-...	2,...	......	22,...
(Riviera)	5,...	4,...	-...	1,...	......	4,...
CADILLAC	29,...	24,...	-...	3,...	......	24,...
(Cimarron)	1,...	1,...	-...	1,...	......	1,...
(Eldorado)	6,...	5,...	-...	1,...	......	5,...
(Seville)	3,...	2,...	-...	1,...	......	2,...
CHEVROLET	1,...	1,...	-...	1,...	......	1,...
(Chevette)	17,...	22,...	+...	3,...	......	22,...
(Celebrity)	17,...	9,...	-...	1,...	......	9,...
(Cavalier)	2,...	1,...	-...	2,...	......	1,...
(Camaro)	17,...	17,...	-...	1,...	......	17,...
(Citation)	9,...	8,...	-...	1,...	......	8,...
(Malibu)	8,...	10,...	+...	1,...	......	10,...
(Corvette)	2,...	2,...	-...	1,...	......	2,...
(Monte Carlo)	10,...	9,...	-...	1,...	......	9,...
OLDSMOBILE	9,...	11,...	+...	1,...	......	11,...
(Omega)	4,...	7,...	+...	1,...	......	7,...
(Firenza)	3,...	2,...	-...	1,...	......	2,...
(Cutlass Ciera)	1,...	1,...	-...	1,...	......	1,...
(Cutlass)	3,...	2,...	-...	1,...	......	2,...
(Toronado)	3,...	3,...	-...	1,...	......	3,...
PONTIAC	5,...	4,...	-...	1,...	......	4,...
(1000)	3,...	4,...	+...	1,...	......	4,...
(2000)	8,...	5,...	-...	1,...	......	5,...
(6000)	8,...	5,...	-...	1,...	......	5,...
(Phoenix)	2,...	4,...	+...	1,...	......	4,...
(Bonneville)	8,...	7,...	-...	1,...	......	7,...
(Firebird)	9,...	9,...	-...	1,...	......	9,...
(Flero)	1,...				......	
GEN. MTRS. CORP.	3,...	3,...	-...	44,...	......	3,...
Misc. Domestic	6,...	2,...	-...	1,...	......	2,...
Other Import	2,...	2,...	-...	27,...	......	2,...
U. S. TOTAL	8,...	7,...	-...	115,...	......	7,...

UNITED STATES SUMMARY

(Make Total) - Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	DEC	% IND	YEAR TO DATE		% '81 VS '82	% IND	
	1981		1981	1982		1981	1982
Dodge	28,402	8.56	253,500	218,218	116.24	8.52	8.93
Plymouth	2,802	8.4	26,174	20,174	100.4	3.4	2.4
Ford	10,306	3.07	94,256	73,120	128.47	3.66	3.00
Chevrolet	10,089	3.04	90,467	75,803	119.33	3.78	3.12
G.M.C.	2,672	8.05	24,740	21,208	116.67	8.33	8.70
I.H.	732	2.2	5,526	4,592	120.01	2.0	1.89
Jeep Truck	2,585	3.78	26,455	22,084	123.10	2.57	2.55
Mack	556	1.7	5,038	4,550	95.46	5.1	6.4
Kenworth	1,104	3.3	7,912	7,344	158.65	3.7	3.0
Peterbilt	976	2.9	8,026	6,781	138.83	2.7	2.4
Daimler-Benz Corp	1,548	4.7	13,998	10,252	136.55	4.7	4.2
Volvo White	1,319	4.0	6,187	4,566	132.81	2.1	1.8
Misc.	4,105	12.88	43,448	34,452	126.84	14.76	14.25
U. S. Total	33,187		297,655	243,071	122.4		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW8 33 & OVER
Dodge	153,688	100,412						
(Dodge 1)	98,328	72,352						
Plymouth 4	6,797	3,190						
Ford	32,932	57,592				10,467	18,714	15,4
(Ford 2)	26,992	21,427						
Chevrolet	49,136	37,794	2,120		280	5,135	7,078	451
(Chev. 3)	33,584	15,134						
G.M.C.	10,832	11,657	720		634	5,255	9,078	7,284
(G.M.C. 4)	6,595	4,876						
I.H.						1,703	11,441	1,948
Jeep Truck	50,702	25,751						
(Jeep 5)	50,702	21,778						
Mack						2,214	981	1,201
Kenworth								1,927
Peterbilt								1,826
Daimler-Benz Corp						1,921	9,677	1,111
Volvo White							1,813	1,187
Misc	1,304	1,421	13	1,140	1		2,151	1,104
Total	1,512,677	1,205,413	21,340	1,140	915	45,194	49,265	11,001
1982 Total	1,277,414	950,452	19,492	1,140	1,194	41,927	45,952	11,328
1982 vs 1982	23.09	125.50	12.5		45.14	25.48	29.30	12.19

(Memo Total)-To be included in GVW 1,2 & 3

1 Includes Ram vans, Ramcharger, Ram 50 and Rampage.

2 Includes Courier, Ranger, Bronco and vans.

3 Includes El Camino, Blazer, L.U.V., S10 and Vans.

4 Plymouth includes Trail Duster, Voyager, Scamp and Arrow.

5 Includes vans, Jimmy, S15 and Cabellero.

6 Includes CJ's, Cherokee, Wagoneer and Scrambler.

Registrations for the State of Oklahoma are not available.

New York, Nov Dec. Compiled from Manufacturers' Sales Records.

NEW IMPORTED CARS
LEADING MAKES

MAKES	YEAR TO DATE 1983		YEAR TO DATE 1982	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Dodge Colt	38623	.45	36677	.47
Dodge Colt Vista SW	1904	.02		
Dodge Conquest	687	.01		
Dodge Challenger	1334	.15	1365	.18
Plymouth Colt	34030	.39	35424	.45
Plymouth Colt Vista SW	1617	.02		
Plymouth Conquest	559	.01		
Plymouth Sapporo	11204	.13	12241	.15
Total Domestic Sponsored Imports	102063	1.19	97849	1.26
OTHER IMPORTS				
Isuzu	20526	.23	15321	.20
Nissan	514118	5.96	459511	5.93
Honda	387452	4.45	366321	4.72
Mazda	170406	1.96	159487	2.06
Mercedes-Benz	72440	.81	65148	.84
Renault	32987	.37	36054	.46
Subaru	148042	1.66	140997	1.82
Toyota	541975	6.07	530077	6.84
Volkswagen	142397	1.60	149422	1.93
Volvo	91806	1.03	73135	.94
Others	223119	2.50	175760	2.26
Total Other Imports	2355288	26.38	2170733	27.99
GRAND TOTAL ALL IMPORT CARS	2457351	27.54	2268631	29.26

NEW IMPORTED LIGHT TRUCKS
LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Chevrolet L.U.V.	6870	.23	21215	.87
Dodge RAM 50	32759	1.10	31975	1.32
Ford Courier	9136	.31	29466	1.21
Plymouth Arrow	849	.03	5484	.23
Total Domestic Sponsored Imports	49614	1.67	88140	3.63
OTHER IMPORTS				
Isuzu	23889	.80	16846	.69
Nissan	132088	4.44	106440	4.38
Mazda	70795	2.38	38058	1.57
Subaru	5906	.20	6444	.27
Toyota	174860	5.87	147542	6.07
Volkswagen	19793	.66	26980	1.11
Others	10466	.35	2647	.11
Total Other Import Trucks	437797	14.71	344951	14.19
GRAND TOTAL ALL IMPORT TRUCKS	487411	16.37	433091	17.82

NEW DOMESTIC LIGHT TRUCKS
(0-6,000 LBS)

CHEVROLET S10	176865	5.94	175906	7.24
DODGE RAMPAGE	1047	.35	1599	.66
FORD RANGER	181814	6.11	97522	4.01
GMC S15	39416	1.32	38504	1.58

UNITED STATES SUMMARY

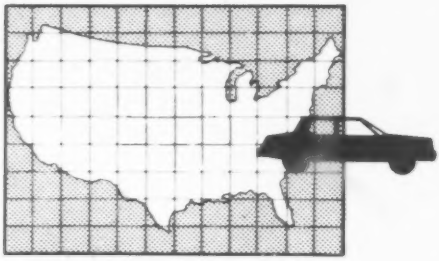
NEW VEHICLE REGISTRATIONS-UNITED STATES
CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1974	8701094	2656918
*1975	8261840	2397417
*1976	9751485	3058009
*1977	10826234	3509328
*1978	10946104	3963340
*1979	10356695	3472209
*1980	8760937	2476777
*1981	8443910	2185489
*1982	7754342	2438671
*1983	8926186	2976556

TOTALS INCLUDE ALASKA & HAWAII
*OKLAHOMA NOT AVAILABLE

R. L. POLK & CO. R-9-83

DECEMBER 1983 ISSUED 03/84



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JANUARY
1984

pocket summary

of registrations

new cars

new trucks

COURTESY OF

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POLK STATISTICS

®

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	JANUARY		% '82 vs '83	% 1980	
	1984	1983		1984	1983
A M C	16722	15413	121 95	[illegible]	2 58
(Alliance)	8336	9557	86 70	[illegible]	1 60
(Encore)	5983			89	
(Eagle)	2403	2722	87 95	1 [illegible]	45
CHRYSLER	21221	13698	152 80	2 84	2 30
(Laser)	3840			45	
(Le Baron)	6196	4836	126 84	69	81
(E/Ny/S Av/NPT)	11120	7811	139 88	1 49	1 31
DODGE	29912	23569	126 93	4 [illegible]	3 96
(Dertona)	3168	-	-	42	-
(Colt/Vista)	4080	2637	154 75	55	44
(Conq/Challenger)	416	993	41 29	06	17
(Omni)	8553	4921	172 99	1 14	83
(Aries)	8880	9310	95 06	1 19	1 57
(Diplomat)	854	1195	70 54	11	20
(Dodge 400/600)	3961	4133	95 28	53	69
PLYMOUTH	25041	18655	133 29	3 35	3 13
(Colt/Vista)	3539	2499	143 38	48	42
(Conq/Sapporo)	335	970	34 43	04	16
(Horizon)	9305	4982	186 80	1 24	84
(Reliant)	11166	9183	121 17	1 50	1 54
(Gran Fury)	638	1021	61 17	09	17
CHRYSLER CORP.	76174	55923	135 13	10 19	9 39
FORD	99316	70799	138 95	13 30	11 90
(Escort)	28363	25145	112 14	3 81	4 23
(Fairmont)	-	13459	-	-	2 26
(Tempo)	21914	2		2 93	
(LTD)	26554	22931	114 36	3 55	3 85
(Mustang)	9399	8489	109 15	1 26	1 43
(T/Bird)	10866	773	-	1 45	13
LINCOLN	8382	7340	110 79	1 12	1 23
(Mark VI & VII)	3391	2118	152 93	45	35
MERCURY	26860	23595	153 70	4 93	3 98
(Zephyr)	-	3343	-	-	56
(Topaz)	6639	-	-	89	-
(Cougar)	8487	290	-	1 13	05
(Capri)	1434	2075	67 37	19	35
(Lynx)	5438	5923	91 59	73	99
LINC/MERC DIV	45242	31036	143 55	6 05	5 21
FORD MOTOR CO	144558	101835	140 35	19 35	17 11
BUICK	62973	51800	120 22	8 43	8 70
(Skyhawk)	5716	4680	121 50	76	79
(Skylark)	7492	7275	102 32	1 00	1 22
(Century)	13696	8837	152 68	1 82	1 48
(Regal)	14909	14761	100 88	2 01	2 46
(Riviera)	4206	3462	119 61	56	58
CADILLAC	23808	19862	119 77	3 19	3 30
(Cimarron)	1460	1519	95 33	20	26
(Eldorado)	5533	4562	119 95	74	76
(Seville)	2788	2133	129 25	37	35
CHEVROLET	108544	84821	126 76	14 55	14 25
(Chevette)	14474	12176	118 35	1 94	2 05
(Celebrity)	21422	10426	204 23	2 87	1 75
(Cavalier)	24034	11035	216 51	3 22	1 85
(Camaro)	12120	11493	104 45	1 62	1 93
(Citation)	8141	10473	88 10	82	1 76
(Corvette)	2196	1238	174 78	29	21
(Monte Carlo)	9524	6527	144 88	1 23	1 10
OLDSMOBILE	80513	59103	134 21	10 77	9 93
(Omega)	5621	3594	100 25	48	60
(Firenza)	3691	2718	134 44	49	46
(Cutlass Ciera)	17454	9979	173 30	2 34	1 68
(Cutlass)	25511	19023	132 25	3 41	3 19
(Toronado)	3351	2539	128 43	45	43
PONTIAC	47395	32193	146 16	6 34	5 41
(1000)	2239	2792	79 44	30	47
(2000 Sunbird)	7730	4489	171 22	1 03	75
(6000)	8185	5104	159 45	1 09	86
(Phoenix)	1252	2737	45 49	17	46
(Bonneville)	5404	4857	110 13	72	82
(Firebird)	6475	7227	89 01	87	1 21
(Eleral)	6932	-	-	93	-
GEN MTRS CORP	323233	247579	129 14	43 26	41 58
Misc Domestic	27	164	16 45		03
Other Import	18651	17438	105 37	2 49	2 93
U S TOTAL	147231	595294	124 25		

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% CHG VS LAST	% IND		YEAR END
	1984	1985		1984	1985	1983
A M C	6722	15412	107.93	2.24	2.54	190797
(Alliance)	8336	9551	86.70	1.12	1.66	126076
(Encore)	5983			.80	-	15757
(Eagle)	2403	2722	87.95	.32	.45	30570
CHRYSLER	21221	13598	152.83	2.84	2.30	254175
(Laser)	3840	-		.51	-	9518
(Le Baron)	5136	4836	126.84	.69	.81	79464
(E/K/5 AVIANT)	11120	7811	139.88	1.49	1.31	153508
DODGE	29917	23569	126.93	4.00	3.96	362192
(Daytona)	3168	-		.42	-	7412
(Colt/Vista)	4080	2637	154.15	.55	.44	40527
(Conq/Challngr)	416	993	41.89	.06	.17	14032
(Omni)	8553	4921	172.99	1.14	.83	94560
(Aries)	8880	9310	95.38	1.19	1.57	117988
(Diplomat)	854	1195	70.54	.11	.20	20857
(Dodge 400/600)	3961	4135	95.78	.53	.69	61981
PLYMOUTH	25041	18655	133.29	3.35	3.13	306194
(Colt/Vista)	3539	2498	141.68	.48	.42	35647
(Conq/Sapporo)	335	970	34.43	.04	.16	11863
(Horizon)	9303	4982	186.60	1.24	.84	91866
(Reliant)	11166	9185	121.57	1.50	1.54	154679
(Gran Fury)	638	1021	62.52	.09	.17	12139
CHRYSLER CORP	76174	55922	136.13	10.19	9.39	922561
FORD	99316	70799	140.95	13.30	11.89	1074142
(Escort)	28363	25145	112.74	3.81	4.23	343893
(Fairmont)	-	13459	-	-	2.26	46869
(Tempo)	21914	2	-	2.93	-	124060
(LTD)	26554	22931	114.76	3.55	3.85	280961
(Mustang)	9399	8489	109.15	1.26	1.43	113957
(T'Bird)	13085	775	-	1.75	.13	124392
LINCOLN	8382	7340	110.79	1.12	1.23	97206
(Mark VI & VII)	3391	2118	152.93	.45	.35	26555
MERCURY	36860	23696	153.70	4.93	3.98	295041
(Zephyr)	-	3345	-	-	.56	13361
(Topaz)	6659	-	-	.89	-	36106
(Cougar)	8487	290	-	1.13	.05	80388
(Capri)	1434	2075	69.37	.19	.35	22951
(Lynx)	5438	5923	91.59	.73	.99	83679
LINC/MERC DIV	45242	31036	145.55	6.05	5.21	492247
FORD MOTOR CO	144558	101835	140.35	19.35	17.11	1526919
BUICK	62973	51803	120.22	8.43	8.70	818256
(Skyhawk)	5756	4680	121.50	.76	.79	71501
(Skylark)	7492	7275	102.32	1.00	1.22	100213
(Century)	13596	8837	152.68	1.82	1.48	146211
(Regal)	14909	14641	100.89	2.01	2.46	226966
(Riviera)	4205	3462	119.61	.56	.58	51123
CADILLAC	23808	19662	119.77	3.19	3.30	291552
(Cimarron)	1460	1519	95.33	.20	.26	19124
(Eldorado)	5533	4562	119.95	.74	.76	69487
(Seville)	2788	2155	123.25	.37	.36	32501
CHEVROLET	108544	84821	126.76	14.53	14.25	1310503
(Chevette)	14474	12176	118.35	1.94	2.05	176053
(Celebrity)	21422	10429	204.23	2.87	1.75	172350
(Corvette)	2403	1035	216.51	.32	.17	24697
(Cavalier)	12120	10493	104.45	1.62	1.93	175690
(Camaro)	6141	10473	58.10	.82	1.76	92126
(Citation)	2196	1238	174.72	.29	.21	26037
(Corvette)	9624	6527	144.88	1.29	1.10	102628
(Monte Carlo)	58515	59103	134.21	10.77	9.93	971229
OLDSMOBILE	3621	1594	100.25	.48	.60	49081
(Omega)	3169	2718	134.44	.42	.46	43836
(Firenza)	13454	9979	173.30	2.54	1.68	185756
(Cutlass Ciera)	25511	19027	132.23	3.41	3.19	319074
(Cutlass)	3351	2534	128.43	.45	.43	39101
(Toronado)	47395	32193	146.16	6.34	5.41	536404
PONTIAC	2218	2792	79.44	.30	.47	33710
(1000)	7730	4488	171.22	1.03	.75	85435
(2000 Sunbird)	8186	5104	159.45	1.09	.86	89890
(6000)	1252	2737	45.49	.17	.46	24619
(Phoenix)	5404	4857	110.13	.72	.81	81998
(Bonneville)	6674	7227	89.01	.87	1.21	90859
(Firebird)	2934	-	-	.41	-	18038
(Fiero)	2	-	-	-	-	617
GEN MTRS CORP	323233	247579	129.14	43.26	41.59	3927944
Misc Domestic	27	164	16.46	-	.03	617
Other Import	18651	17482	105.97	2.49	2.93	2355298
U. S. TOTAL	747231	595294	124.25			8924185

(Mopp Total) - Included in Make Total

UNITED STATES SUMMARY

NEW TRUCK REGISTRATIONS

MAKES	JAN	% IND	YEAR TO DATE		% +/-	% IND	
	1984		1984	1983	VS '83	1984	1983
Dodge	2567	9.09	2567	1430	79.58	9.09	7.96
Plymouth	1085	3.85	1085	598	81.44	3.85	3.32
Ford	8475	30.01	8475	6031	40.52	30.01	33.56
Chevrolet	8123	28.76	8123	5597	45.12	28.76	31.14
G.M.C.	2150	7.62	2150	1557	38.06	7.62	8.66
I.H.	362	1.28	362	366	-1.09	1.28	1.94
Jeep Truck	1066	3.78	1066	498	114.06	3.78	2.62
Mack/Midliner	132	.47	132	108	22.22	.47	.58
Kenworth	102	.36	102	44	131.82	.36	.24
Peterbilt	78	.28	78	49	59.18	.28	.25
Daimler Benz Corp.	124	.44	124	68	82.35	.44	.36
Volvo White	82	.29	82	31	164.52	.29	.17
Western Star	3	.01	3	2	50.00	.01	.01
Misc.	456	1.62	456	299	52.51	1.62	1.58
U. S. Total	28239		28239	18796	50.27		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVWR 33 & OVER
Dodge	656	1911						
(Dodge 1)	1106	5194						
Plymouth	1076	9						
Ford	2372	5784				836	1560	784
(Ford 2)	2237	10611						
Chevrolet	1845	5159	2124	-	21	782	501	29
(Chev. 3)	2851	1423	-	-	-	-	-	-
G.M.C.	1103	381	58	-	154	195	824	555
(G.M.C. 4)	623	514	-	-	-	-	-	-
I.H.						1004	385	1604
Jeep Truck	854	2104						
(Jeep 5)	854	1784						
Mack/Midliner						184	37	112
Kenworth								1025
Peterbilt								781
Daimler Benz Corp.						122	518	1066
Volvo White							85	744
Western Star								33
Misc.	4567	442	8	6			4	99
Total	14944	11557	2182	6	175	2866	4034	7811
1983 Total	15124	5436	97	5	63	311	1805	4990
1984 vs '83	-1.19	112.58	2150.52	20.00	177.78	821.54	123.49	56.54

(Misc. Total) To be included in GVW 1 & 2

1 Includes Ram vans, Ramcharger, Ram 50, Raider, Arrow, and Rampage.

2 Includes Ranger, Bronco and vans.

3 Includes El Camino, Blazer, S10 and vans.

4 Includes Suburban, Jimmy, Vandura and Tilt Cab.

5 Includes J-10, Cherokee, Wagoneer and Scrambler.

THE STATISTICS FOR NEW YORK AND OKLAHOMA-1984 ARE COMPILED FROM MANUFACTURER SUPPLIED SALES RECORDS.

THE 1983 VS 1984 COMPARISONS EXCLUDE OKLAHOMA DATA.

NEW IMPORTED CARS
LEADING MAKES

MAKES	YEAR TO DATE 198x		YEAR TO DATE 198x	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Dodge Colt	3330	4%	2657	4%
Dodge Colt Vista SW	760	1%	-	-
Dodge Conquest	257	0%	-	-
Dodge Challenger	159	0%	993	1%
Plymouth Colt	2981	4%	2439	4%
Plymouth Colt Vista SW	618	0%	-	-
Plymouth Conquest	214	0%	-	-
Plymouth Sapporo	121	0%	970	1%
Total Domestic Sponsored Imports	8430	11%	7059	11%
OTHER IMPORTS				
Isuzu	1715	2%	1653	2%
Nissan	15932	21%	17996	28%
Honda	3760	5%	2835	4%
Mazda	1383	1%	1236	2%
Mercedes Benz	671	1%	578	1%
Renault	146	0%	187	1%
Subaru	1482	2%	1109	1%
Toyota	4095	5%	4358	7%
Volkswagen	1264	1%	1083	1%
Volvo	648	1%	598	1%
Others	1965	2%	1545	2%
Total Other Imports	29681	39%	17382	29%
GRAND TOTAL ALL IMPORT CARS	19497	26%	18148	30%

NEW IMPORTED LIGHT TRUCKS
LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Chevrolet LUV			500	2%
Dodge RAM 50	2818	1%	2048	1%
Ford Courier	-	-	1202	2%
Plymouth Arrow			130	0%
Total Domestic Sponsored Imports	2818	1%	3882	5%
OTHER IMPORTS				
Isuzu	2668	3%	1872	3%
Nissan	11435	14%	10112	15%
Mazda	1854	2%	1315	2%
Subaru	470	1%	535	2%
Toyota	13770	17%	11774	16%
Volkswagen	1494	2%	1164	2%
Others	1241	2%	621	1%
Total Other Import Trucks	45532	56%	29881	45%
GRAND TOTAL ALL IMPORT TRUCKS	48209	57%	36750	49%

NEW DOMESTIC LIGHT TRUCKS
(0-6,000 LBS)

CHEVROLET S10	1364	4.8%	12436	5.5%
DODGE RAMPAGE	616	2%	947	1%
FORD RANGER	1488	5.2%	1041	5.6%
GMC S15	3130	11%	2841	1.5%

UNITED STATES SUMMARY

NEW VEHICLE REGISTRATIONS-UNITED STATES
CALENDAR YEAR TOTALS

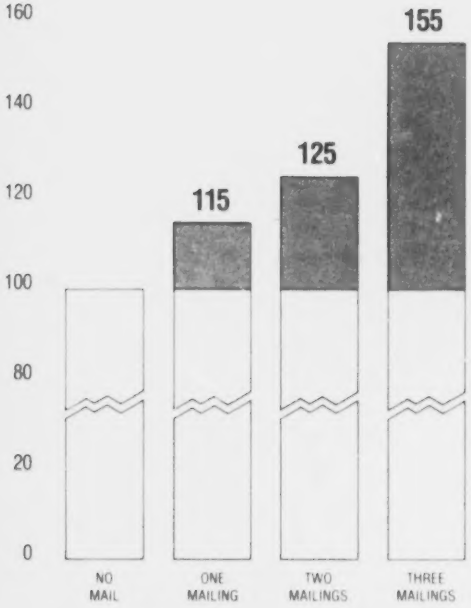
YEAR	CARS	TRUCKS
1974	8701094	2656918
1975	8261840	2197417
1976	8751485	3058009
1977	10826234	3509528
1978	10946104	3963340
1979	10356695	3472209
1980	8760937	2476777
1981	8443919	2185489
1982	7754342	2430471
1983	8026186	2976556

TOTALS INCLUDE ALASKA & HAWAII
*OKLAHOMA NOT AVAILABLE

R. L. POLK & CO. R 1-84

JANUARY 198x ISSUED 03/8x

CONSIDERATION...



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FEBRUARY
1984

pocket summary

of registrations

new cars

new trucks

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	FEBRUARY		% '84 VS '83	% IND	
	1984	1983		1984	1983
AMC	14427	14683	97.75	84	2.58
(Alliance)	7394	10135	72.96	44	1.78
(Encore)	6215	-	-	37	-
(Eagle)	1818	2448	74.2	2.5	4.5
CHRYSLER	23259	15437	148.45	2.37	2.91
(Laser)	4070	-	-	4.2	-
(LeBaron)	7138	5077	137.62	3.1	1.44
(E-Class/LeBaron)	12015	9150	129.61	1.54	1.61
(Executive)	31480	22445	139.04	4.03	3.95
DODGE	3169	-	-	4.1	-
(Daytona)	3442	2450	139.84	4.4	4.3
(Colt/Vista)	395	1092	35.99	.05	1.9
(Conq/Challenger)	8920	4454	197.45	1.14	7.8
(Omni)	9081	8192	120.81	1.27	1.45
(Aries)	1014	1883	52.79	1.3	3.3
(Diplomat)	4559	3979	114.02	5.8	7.0
(Dodge 400/600)	25640	20101	126.17	3.28	3.55
PLYMOUTH	3119	2039	152.28	4.0	3.6
(Colt/Vista)	394	872	44.84	.05	1.5
(Conq/Sapporo)	9380	4371	211.07	1.20	7.7
(Horizon)	11780	11384	102.63	1.51	2.00
(Reliant)	967	1435	66.69	.12	2.5
(Gran Fury)	80379	57983	137.09	10.27	10.20
CHRYSLER CORP	98739	63328	153.89	12.62	11.14
FORD	27792	24495	112.89	3.56	4.31
(Escort)	-	7631	-	-	1.34
(Fairmont)	-	-	-	2.58	-
(Tempo)	20215	-	-	3.34	3.74
(LTD)	26150	21274	120.33	3.48	3.41
(Mustang)	11606	8010	142.18	1.65	1.34
(T-Bird)	12976	1916	665.71	1.23	1.16
LINCOLN	9615	5580	142.22	.43	1.35
(Mark VI & VII)	3374	1891	173.82	.43	.33
MERCURY	39971	24774	158.37	5.11	.48
(Zephyr)	-	2741	-	.18	.1
(Topaz)	6102	-	-	.15	.1
(Cougar)	9037	943	931.07	.26	.35
(Capri)	2042	1995	101.80	.07	1.09
(Lynx)	5242	6248	83.53	.67	1.09
LINC/MERC DIV	49592	31354	155.14	6.34	5.51
FORD MOTOR CO	148331	94680	156.30	18.96	16.65
BUICK	68688	50203	135.19	8.78	8.83
(Skyhawk)	7371	4321	169.47	.94	.76
(Skylark)	7594	6068	124.26	.97	1.07
(Century)	14580	7493	192.82	1.85	1.32
(Regal)	16206	16220	98.98	2.08	2.85
(Riviera)	4282	3088	135.75	.55	.54
(Electra)	22693	18565	120.91	2.90	3.26
CADILLAC	1519	1293	117.09	.19	.23
(Cimarron)	5107	4231	119.19	.65	.74
(Eldorado)	2843	1817	144.36	.34	.32
(Seville)	11965	7823	151.53	1.53	1.75
CHEVROLET	15419	12467	123.04	1.97	2.19
(Chevette)	24309	8521	282.67	3.11	1.50
(Celebrity)	26076	11044	236.80	3.34	1.94
(Cavalier)	15804	10427	149.09	2.02	1.83
(Camaro)	5381	7470	71.99	.69	1.31
(Citation)	2420	924	258.01	.31	.16
(Corvette)	10965	6825	158.07	1.40	1.20
(Monte Carlo)	88534	59797	145.80	11.32	10.52
OLDSMOBILE	1657	3224	112.84	.21	.57
(Omega)	4335	2544	169.06	.55	.45
(Firenza)	1856	9239	199.71	.23	.62
(Cutlass Ciera)	30069	20994	140.15	3.85	3.69
(Cutlass)	3107	2320	130.22	.40	.41
(Toronado)	52576	30274	171.14	6.72	5.31
PONTIAC	2110	2467	84.23	.27	.43
(1000)	8201	4455	183.01	1.05	.78
(2000 Sunbird)	9340	4741	194.64	1.19	.83
(6000)	1036	2198	45.75	.13	.38
(Phoenix)	5113	4877	123.48	.65	.86
(Bonneville)	7709	5955	126.85	.98	1.05
(Firebird)	8325	-	-	1.06	-
(Fiero)	352144	237077	146.66	45.06	41.68
GEN MTRS CORP	2	3	40.54	-	.01
MISC IMPORTS	18703	16405	112.92	2.39	2.88
OTHER IMPORT	18705	16408	113.94	2.39	2.88
U.S. TOTAL	782327	568555	137.59		

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '84 VS '83	% IND		YEAR END 1983
	1984	1983		1984	1983	
A M C	21149	30095	-29.73	2.47	2.54	60797
(Alliance)	15730	19690	-20.11	1.84	1.66	46016
(Encore)	11198	-	-	1.31	-	15757
(Eagle)	4221	5163	-18.24	.49	.44	10570
CHRYSLER	44480	29135	+52.68	5.21	2.46	85418
(Laser)	7910	-	-	.93	-	19464
(Le Baron)	13334	9915	+34.52	1.56	.84	33508
(E/H/S AV/NPT)	23135	19696	+17.46	2.71	1.66	32148
DODGE	61392	46014	+33.43	7.19	3.88	116143
(Daytona)	6337	-	-	.74	-	14181
(Colt/Vista)	7522	5087	+47.86	.88	.43	10527
(Conq/Challngr)	811	2085	-61.10	.09	.18	14032
(Omni)	17473	9385	+86.21	2.05	.80	24360
(Aries)	18861	17502	+7.77	2.21	1.50	37988
(Diplomat)	1868	3078	-39.31	.22	.26	20857
(Dodge 400/600)	8520	8112	+5.03	1.00	.70	19381
PLYMOUTH	50681	38756	+30.77	5.94	3.33	106194
(Colt/Vista)	6718	4538	+48.08	.79	.39	11865
(Conq/Sapporo)	729	1842	-60.42	.09	.16	11865
(Horizon)	18683	9355	+99.71	2.19	.80	24678
(Reliant)	22946	20567	+11.57	2.69	1.77	54239
(Gran Fury)	1605	2456	-34.66	.19	.21	12139
CHRYSLER CORP	155553	113905	+36.55	18.24	9.79	322561
FORD	198055	134125	+47.70	23.24	11.53	434732
(Escort)	56155	49640	+13.15	6.58	4.26	143895
(Fairmont)	-	21090	-	-	1.81	68859
(Tempo)	42129	-	-	4.94	3.80	129060
(LTD)	52104	44205	+17.87	6.11	3.80	288361
(Mustang)	21005	16499	+27.34	2.46	1.42	43957
(T'Bird)	26062	26894	-3.09	3.06	2.31	47206
LINCOLN	17997	13320	+35.11	2.11	1.14	25355
(Mark VI & VII)	6765	4209	+60.78	.79	.36	19404
MERCURY	76837	48417	+58.71	9.01	4.16	99041
(Zephyr)	-	6084	-	-	.52	13361
(Topaz)	12741	-	-	1.49	-	36106
(Cougar)	17524	1233	+1321.29	2.05	.11	80388
(Capri)	3476	4071	-14.62	.41	.35	22351
(Lynx)	10680	12171	-12.25	1.25	1.04	43677
LINC/MERC. DIV.	94834	62390	+52.00	11.12	5.36	232247
FORD MOTOR CO.	292889	196515	+49.04	34.36	16.89	666903
BUICK	131661	102003	+29.07	15.44	8.76	318256
(Skyhawk)	13087	9001	+45.39	1.53	.77	71501
(Skylark)	15086	13335	+13.13	1.77	1.15	100213
(Century)	28176	16330	+72.53	3.30	1.40	145211
(Regal)	31115	30861	+0.82	3.65	2.65	226966
(Riviera)	8488	6550	+29.57	1.00	.56	51123
CADILLAC	46501	38227	+21.65	5.45	3.28	231552
(Cimarron)	2979	2813	+5.90	.35	.24	13124
(Eldorado)	10640	8793	+21.00	1.25	.76	54487
(Seville)	8431	3950	+113.49	.99	.34	32501
CHEVROLET	228197	163053	+39.96	26.76	14.00	1161504
(Chevette)	29893	24643	+21.30	3.50	2.11	176055
(Celebrity)	45731	18947	+141.36	5.36	1.63	172350
(Cavalier)	50110	22039	+127.37	5.87	1.89	245537
(Camaro)	27924	21923	+27.38	3.27	1.88	75690
(Citation)	11522	17945	-35.79	1.35	1.54	92126
(Corvette)	4616	2162	+113.50	.54	.19	25237
(Monte Carlo)	20588	13357	+54.12	2.41	1.15	107227
OLDSMOBILE	169047	118900	+42.20	19.81	10.20	975227
(Omega)	7278	6818	+6.74	.85	.58	43081
(Firenza)	8026	5262	+52.53	.94	.45	45756
(Cutlass Ciera)	36017	19218	+87.40	4.22	1.65	181074
(Cutlass)	55580	40017	+38.89	6.51	3.44	181074
(Toronado)	6458	4859	+32.90	.76	.42	59101
PONTIAC	99971	62467	+60.07	11.71	5.37	535404
(1000)	4349	5259	-17.31	.51	.45	33710
(2000 Sunbird)	5931	8922	-33.52	.69	.77	85435
(6000)	17526	9851	+77.93	2.05	.85	89890
(Phoenix)	2288	4916	-53.46	.27	.42	24619
(Bonneville)	11517	9734	+18.33	1.35	.84	81948
(Firebird)	14184	13182	+7.60	1.66	1.13	36859
(Fiero)	5257	-	-	.62	-	18136
GM BTRS. CORP	679177	487658	+39.26	79.56	41.92	3227244
M.C. Doerflein	46	26	+76.92	.01	.00	517
Other Import	173548	139395	+24.51	20.33	11.98	2155288
U. S. TOTAL	1429558	1163957	+22.81	167.44	100.00	8824186

(Mono Total) - Included in Make Total

UNITED STATES SUMMARY

2

NEW TRUCK REGISTRATIONS

MAKES	FEB	% IND	YEAR TO DATE		% '84	% IND	
	1984		1984	1983	VS '83	1984	1983
Dodge	31828	10.53	57499	30108	188.09	9.83	8.24
Plymouth	5429	1.80	9514	1285	734.24	1.63	35
Ford	86059	28.46	170816	117139	143.28	29.21	32.06
Chevrolet	83246	27.53	164476	109883	146.45	28.13	30.07
G.M.C.	22538	7.45	44044	31200	137.69	7.53	8.54
I.H.	4013	1.33	7615	6305	118.32	1.30	1.73
Jeep Truck	10391	3.44	21056	9517	217.81	3.60	2.60
Mack/Midliner	1412	.47	2737	1963	139.43	.47	.54
Kenworth	1251	.41	2276	808	280.32	.39	.22
Peterbilt	952	.31	1735	871	199.31	.30	.24
Daiaier-Benz Corp.	1057	.35	2303	1466	157.09	.39	.40
Volvo White	519	.17	1348	606	222.44	.21	.17
Western Star	39	.01	72	48	150.00	.01	.01
Misc.	53627	17.74	99269	54208	180.84	16.98	14.83
U. S. Total	302360		594758	365407	157.21		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW8 33 & OVER
Dodge	37769	19730	-	-	-	-	-	-
(Dodge 1)	25260	12357	-	-	-	-	-	-
Plymouth *	9459	45	-	-	-	2133	3145	1455
Ford	46579	117504	-	-	-	-	-	-
(Ford 2)	44242	39468	-	-	-	-	-	-
Chevrolet	83952	73495	5134	-	31	730	1078	55
(Chev 3)	56686	29210	-	-	-	-	-	-
G.M.C.	19537	20021	173	-	314	176	1784	1439
(G.M.C. 4)	11917	8890	-	-	-	-	-	-
I.H.	-	-	-	-	-	2151	2039	3425
Jeep Truck	17001	4055	-	-	-	-	-	-
(Jeep 5)	17001	3435	-	-	-	-	-	-
Mack/Midliner	-	-	-	-	-	404	491	2279
Kenworth	-	-	-	-	-	-	-	2276
Peterbilt	-	-	-	-	-	-	-	1735
Daiaier-Benz Corp.	-	-	-	-	-	210	121	1982
Volvo White	-	-	-	-	-	-	178	1169
Western Star	-	-	-	-	-	-	-	72
Misc.	98073	955	20	101	-	-	11	1094
Total	312380	219805	5327	101	345	5409	8388	16007
1983 Total	192835	149741	293	53	114	5933	7121	9319
1984 vs '83	159.40	154.18	1190.57	302.83	106.54	116.22	169.80	

Mack Total:-To be included in GVW 1,2 & 3
1 Includes Ram vans, Rancherger, Ram 50 RAMPAGE, CARAVAN, AND RAM WAGON
2 Includes Ranger, Bronco and vans
3 Includes El Camino, Blazer S10 and vans

* Plymouth includes Sterling voyager and voyager FWD
4 Includes vans (Jeep, S10 and Tabellero
5 Includes CJ's, Cherokee wagoneer and Scrambler

THE STATISTICS FOR NEW YORK AND OKLAHOMA-1984 ARE COMPILED FROM MANUFACTURER SUPPLIED SALES RECORDS.

THE 1983 VS 1984 COMPARISONS EXCLUDE OKLAHOMA DATA.

NEW IMPORTED CARS
LEADING MAKES

MAKES	YEAR TO DATE 1984		YEAR TO DATE 1983	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Dodge Colt	6226	.41	5087	.44
Dodge Colt Vista SW	1516	.09	-	-
Dodge Conquest	531	.03	-	-
Dodge Challenger	280	.02	2085	.18
Plymouth Colt	5544	.36	4518	.39
Plymouth Colt Vista SW	1174	.08	-	-
Plymouth Conquest	502	.03	-	-
Plymouth Sapporo	227	.01	1845	.16
Total Domestic Sponsored Imports	15780	1.03	13535	1.16
OTHER IMPORTS				
Isuzu	3475	.23	2687	.23
Nissan	107091	6.62	75618	6.50
Honda	73831	4.83	59916	5.17
Mazda	24856	1.62	25532	2.19
Mercedes-Benz	13266	.87	10566	.91
Renault	2214	.14	1881	.16
Subaru	24340	1.59	8124	.70
Toyota	79448	5.19	81516	7.00
Volkswagen	25842	1.69	20853	1.79
Volvo	14765	.96	11809	1.01
Others	40863	2.67	29222	2.51
Total Other Imports	375548	24.42	348985	29.97
GRAND TOTAL ALL IMPORT CARS	391328	25.45	362520	31.13

NEW IMPORTED LIGHT TRUCKS
LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Chevrolet L.U.V.	-	-	847	.25
Dodge RAM 50	6076	1.04	3886	1.07
Ford Courier	-	-	6420	1.76
Plymouth Arrow	-	-	274	.07
Total Domestic Sponsored Imports	6076	1.04	11427	3.15
OTHER IMPORTS				
Isuzu	4529	.77	2308	.63
Nissan	29200	4.99	19501	4.50
Mazda	18157	3.11	7843	2.10
Subaru	903	.15	1059	.29
Toyota	40238	6.88	21615	5.44
Volkswagen	3071	.53	3281	.90
Others	2567	.44	1200	.33
Total Other Import Trucks	98615	16.87	54005	14.79
GRAND TOTAL ALL IMPORT TRUCKS	104751	17.91	65432	17.94

NEW DOMESTIC LIGHT TRUCKS
(0-8,000 LBS)

CHEVROLET S10	27681	4.73	23882	6.54
DODGE RAMPAGE	1359	.23	1749	.48
FORD RANGER	30125	5.15	21725	5.94
GMC S15	6178	1.06	5320	1.45

UNITED STATES SUMMARY

NEW VEHICLE REGISTRATIONS-UNITED STATES
CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1976	8701094	2656918
*1975	8261840	2397417
*1976	9751485	3058009
*1977	10826234	3509328
*1978	10946104	3963340
*1979	10316695	3472209
*1980	8760937	2476777
*1981	8443919	2185489
*1982	7754342	2430471
*1983	8924186	2976556

TOTALS INCLUDE ALASKA & HAWAII
*OKLAHOMA NOT AVAILABLE

R. L. POLK & CO. R.1-84

FEBRUARY 1984 ISSUED 04/84

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MARCH
1984

pocket summary

of registrations

new cars

new trucks

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

®

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	MARCH		% '84 VS '83	% IND	
	1984	1983		1984	1983
A.M.C.	15823	19308	81.45	1.89	2.66
(Alliance)	8062	13591	58.95	.96	1.88
(Encore)	6123	-	-	.73	-
(Eagle)	1638	3224	50.62	.20	.44
CHRYSLER	23994	22417	105.31	2.87	3.09
(Laser)	4095	-	-	.49	-
(Le Baron)	7371	7296	100.03	.88	1.01
(E/MY/S AV/NPT)	12488	13341	91.98	1.50	1.83
DODGE	31667	31530	99.72	6.08	4.35
(Daytona)	3632	-	-	.43	-
(Colt/Vista)	2808	3362	83.02	.34	.46
(Conq/Challenger)	370	1428	25.70	.04	.20
(Omni)	9780	5844	142.12	3.46	.94
(Aries)	8911	11147	79.67	1.07	1.55
(Diplomat)	1562	2396	64.48	.19	.33
(Dodge 400/600)	4604	5829	78.52	.55	.80
PLYMOUTH	26839	30655	86.41	3.21	4.23
(Colt/Vista)	2475	2815	87.42	.30	.39
(Conq/Sapporo)	298	1107	26.92	.04	.15
(Horizon)	10510	6931	150.84	1.26	.95
(Reliant)	12340	17839	67.70	1.46	2.48
(Gran Fury)	1216	1963	60.98	.15	.27
CHRYSLER CORP.	82500	84602	96.38	9.88	11.67
FORD	102841	80792	125.91	12.31	11.14
(Escort)	31539	30874	101.65	3.78	4.24
(Fairmont)	-	7867	-	-	1.09
(Tempo)	19705	-	-	2.36	-
(LTD)	28326	24915	111.60	3.39	3.44
(Mustang)	10460	10209	101.42	1.25	1.41
(T'Bird)	12811	6927	182.60	1.53	.96
LINCOLN	11693	7792	146.61	1.40	1.07
(Mark VI & VII)	2937	2330	123.95	.35	.32
MERCURY	41517	29828	137.35	4.97	4.12
(Zephyr)	-	2625	-	-	.36
(Topaz)	6041	-	-	.72	-
(Cougar)	9075	3816	232.94	1.09	.53
(Capri)	1746	2061	83.94	.21	.28
(Lynx)	5522	6972	78.79	.66	.97
LINC/MERC. DIV.	53210	37620	139.27	6.37	5.19
FORD MOTOR CO.	156051	118412	130.15	18.68	16.33
BUICK	72699	66098	108.55	8.70	9.12
(Skyhawk)	9089	6008	149.88	1.09	.83
(Skylark)	7914	8947	87.84	.95	1.23
(Century)	15515	9834	156.38	1.86	1.36
(Regal)	16329	19915	80.95	1.94	2.75
(Riviera)	4490	3773	116.86	.54	.52
CADILLAC	23576	23377	99.49	2.82	3.22
(Cimarron)	1519	1682	89.77	.18	.23
(Eldorado)	5291	5271	99.09	.63	.73
(Seville)	2808	2421	114.91	.34	.33
CHEVROLET	140635	97911	142.17	16.84	13.52
(Chevette)	15267	14833	108.94	1.95	2.05
(Celebrity)	28658	9781	290.92	3.43	1.35
(Cavalier)	28835	15321	187.04	3.46	2.13
(Camaro)	16117	13264	119.42	1.93	1.83
(Citation)	14520	8178	177.06	1.74	1.13
(Corvette)	2528	968	255.68	.30	.13
(Monte Carlo)	12539	7789	158.58	1.50	1.07
OLDSMOBILE	93469	79992	115.12	11.19	11.03
(Omega)	3350	4329	76.99	.40	.60
(Firenza)	4722	3238	144.04	.57	.45
(Cutlass Ciera)	20550	12496	163.44	2.46	1.72
(Cutlass)	31450	28196	110.19	3.77	3.88
(Toronado)	3214	2954	104.33	.38	.41
PONTIAC	57689	38231	148.42	6.91	5.27
(1000)	2175	2531	84.59	.26	.35
(2000 Sunbird)	9811	6466	150.06	1.17	.89
(6000)	10273	5877	172.95	1.24	.81
(Phoenix)	989	2353	41.48	.12	.32
(Bonneville)	5783	6541	86.41	.69	.90
(Firebird)	8597	7367	114.69	1.03	1.02
(Fiero)	9334	-	-	1.12	-
GEN MTRS CORP.	388068	305609	125.34	46.46	42.16
Misc. Domestic	18	49	36.73	-	.01
Other Import	192851	196931	97.92	23.09	27.17
U.S. TOTAL	835311	724911	113.87		

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '84 VS '83	% IND		YEAR END 1983
	1984	1983		1984	1983	
A.M.C.	46972	49403	94.55	1.99	2.62	190797
(Alliance)	23792	33281	71.06	1.01	1.77	126076
(Encore)	17321	-	-	.73	-	15757
(Eagle)	5859	8393	69.61	.25	.44	30570
CHRYSLER	68474	51552	130.85	2.90	2.73	254175
(Laser)	12005	-	-	.51	-	9518
(Le Baron)	20705	17209	118.65	.88	.91	79464
(E/MY/5 AV/NPT)	35623	30302	115.69	1.50	1.61	153508
DODGE	93059	77544	119.19	3.93	4.11	362192
(Daytona)	9969	-	-	.42	-	7412
(Colt/Vista)	10330	8449	121.69	.44	.45	40527
(Conq/Challenger)	1181	3513	33.30	.05	.19	14032
(Omni)	27253	16229	166.70	1.15	.86	94960
(Aries)	27772	28649	96.44	1.17	1.51	117988
(Diplomat)	3430	5474	61.78	.15	.29	20857
(Dodge 400/600)	13124	13941	93.62	.55	.74	61981
PLYMOUTH	77520	69411	110.52	3.28	3.67	306194
(Colt/Vista)	9193	7353	124.43	.39	.39	35647
(Conq/Sapporo)	1027	2949	34.69	.04	.16	11863
(Horizon)	29193	16284	177.34	1.23	.86	91866
(Reliant)	35286	38406	90.84	1.50	2.03	154679
(Gran Fury)	2821	4419	62.86	.12	.23	12139
CHRYSLER CORP.	239053	198507	119.19	10.11	10.51	922561
FORD	300896	214917	138.45	12.72	11.38	1034732
(Escort)	87694	80514	108.35	3.71	4.27	343893
(Fairmont)	-	28957	-	-	1.53	46869
(Tempo)	61834	2	306 -	2.61	-	124060
(LTD)	81030	69120	115.20	3.43	3.66	280961
(Mustang)	31465	26708	116.10	1.33	1.41	113957
(T'Bird)	38873	9616	398.50	1.64	.51	124992
LINCOLN	29690	21712	133.17	1.26	1.15	97206
(Mark VI & VII)	9702	6339	148.51	.41	.34	26353
MERCURY	118354	78298	149.01	5.00	4.14	395041
(Zephyr)	-	8709	-	-	.46	13161
(Topaz)	18782	-	-	.79	-	36106
(Cougar)	26599	5049	515.53	1.12	.27	80388
(Capri)	5222	6132	84.15	.22	.32	22951
(Lynx)	16202	19143	84.30	.69	1.01	83679
LINC/MERC.DIV.	148044	100010	145.57	6.26	5.29	492247
FORD MOTOR CO.	448940	314927	140.71	18.98	16.67	1526979
BUICK	204360	168101	120.10	8.64	8.90	818256
(Skyhawk)	22176	15009	146.67	.94	.79	71501
(Skylark)	23000	22290	102.48	.97	1.18	100213
(Century)	43691	26164	165.56	1.85	1.39	146211
(Regal)	47444	50776	92.46	2.00	2.68	226966
(Riviera)	12978	10323	123.43	.55	.55	51123
CADILLAC	70077	61604	112.42	2.96	3.26	291552
(Cimarron)	4498	4494	99.51	.19	.24	19124
(Eldorado)	15931	14064	111.90	.67	.74	69487
(Seville)	8239	6371	128.11	.35	.34	32501
CHEVROLET	368832	260970	139.91	15.60	13.82	1310503
(Chevette)	46160	39476	116.29	1.95	2.10	176053
(Celebrity)	74389	28728	257.01	3.15	1.52	172350
(Cavalier)	78945	37400	209.84	3.35	1.98	249657
(Camaro)	44041	35104	123.33	1.86	1.86	175690
(Citation)	26042	26121	99.17	1.10	1.38	92126
(Corvette)	7144	3130	224.35	.30	.17	26037
(Monte Carlo)	33127	21141	156.18	1.40	1.12	102628
OLDSMOBILE	262516	198892	132.02	11.10	10.53	971229
(Omega)	10628	11147	94.86	.45	.59	49081
(Firenza)	12748	8500	148.46	.54	.45	43896
(Cutlass Ciera)	56567	31714	177.11	2.39	1.68	185756
(Cutlass)	87030	68213	127.74	3.68	3.61	319074
(Toronado)	9672	7813	119.84	.41	.41	39101
PONTIAC	157660	100698	156.53	6.67	5.33	536404
(1000)	6524	7790	82.63	.28	.41	33710
(2000 Sunbird)	25742	15388	165.73	1.09	.81	85435
(6000)	27799	15728	175.13	1.18	.83	89890
(Phoenix)	3277	7289	44.57	.14	.39	24619
(Bonneville)	17300	16275	104.60	.73	.86	81998
(Firebird)	22781	20549	109.18	.96	1.09	90859
(Fiero)	24651	-	-	1.04	-	18038
GEN. MTRS CORP.	1063445	790265	132.93	44.97	41.84	3927944
Misc. Domestic	60	250	24.00	-	.01	617
Other Import	566399	535516	104.81	23.95	28.35	2355288
U.S. TOTAL	2364869	1888868	123.79			8924186

(Memo Total) - Included in Make Total

UNITED STATES SUMMARY

NEW TRUCK REGISTRATIONS

MAKES	MARCH	% IND	YEAR TO DATE		% '84 VS '83	% IND	
	1984		1984	1983		1984	1983
Dodge	36270	11.03	93769	52802	174.91	10.27	8.91
Plymouth	7487	2.28	17001	2136	789.70	1.86	.36
Ford	94386	28.72	265202	189053	137.57	29.04	31.90
Chevrolet	90239	27.47	254765	178041	139.98	27.89	30.06
G.M.C.	24200	7.36	68244	49923	133.19	7.47	8.43
IH	4368	1.33	11983	10001	117.64	1.31	1.69
Jeep Truck	10967	3.34	32023	15194	207.35	3.51	2.57
Mack/Midliner	1773	.54	4510	3248	138.79	.49	.55
Kenworth	1196	.36	3472	1348	256.38	.38	.23
Peterbilt	1072	.33	2805	1452	191.60	.31	.25
Daimler-Benz Corp.	1191	.36	3494	2401	145.52	.38	.41
Volvo White	1421	.43	2769	979	282.84	.30	.17
Western Star	40	.01	112	80	140.00	.01	.01
Miscellaneous	54050	16.44	153319	85653	176.65	16.78	14.46
U. S. Total	328710		913468	592311	151.39		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Dodge	61890	31879	-	-	-	-	-	-
(Dodge 1)	42180	19728	-	-	-	-	-	-
Plymouth *	16942	59	-	-	-	-	-	-
Ford	73284	181347	-	-	-	3188	5071	2312
(Ford 2)	70357	60659	-	-	-	-	-	-
Chevrolet	128116	114721	8885	-	52	1185	1710	96
(Chev 3)	87135	45879	-	-	-	-	-	-
G.M.C.	29547	31449	276	-	482	1274	2877	2339
(G.M.C 4)	18162	11075	-	-	-	-	-	-
I. H.	-	-	-	-	-	3347	3006	5630
Jeep Truck	26256	5767	-	-	-	-	-	-
(Jeep 5)	26256	4836	-	-	-	-	-	-
Mack/Midliner	-	-	-	-	-	658	82	3770
Kenworth	-	-	-	-	-	-	-	3472
Peterbilt	-	-	-	-	-	-	-	2805
Daimler-Benz Corp.	-	-	-	-	-	325	148	3021
Volvo White	-	-	-	-	-	-	298	2471
Western Star	-	-	-	-	-	-	-	112
Miscellaneous	151466	1480	31	151	-	3	18	170
Total	487501	366702	9192	151	534	9980	13210	26198
1983 Total	309388	246213	1078	72	153	8886	11025	15496
1984 vs '83	154.97	145.62	852.32	209.72	349.02	110.51	118.29	167.58

(Memo Total)-To be included in GVW 1,2 & 3

1 Includes Ram Vans, Ramcharger, Ram 50 Rampage, Caravan and Ram Wagon
2 Includes Ranger, Bronco and Vans
3 Includes El Camino, Blazer, S10 and Vans

* Plymouth Includes Scamp Voyager, and Voyager FWD
4 Includes Vans, Jimmy, S15 and Caballero
5 Includes CJ's, Cherokee, Wagoneer and Scrambler

The Statistics for New York and Oklahoma-1984 are compiled from Manufacturer supplied Sales Records.

The 1983 vs 1984 Comparison exclude Oklahoma Data.

REGISTRATIONS FOR THE DISTRICT OF COLUMBIA ARE TEMPORARILY DELAYED.

NEW IMPORTED CARS
LEADING MAKES

MAKES	YEAR TO DATE 1984		YEAR TO DATE 1983	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Dodge Colt	8684	.37	8449	.45
Dodge Colt Vista SW	1646	.07	-	-
Dodge Conquest	739	.03	-	-
Dodge Challenger	382	.02	3513	.19
Plymouth Colt	7720	.33	7353	.39
Plymouth Colt Vista SW	1473	.06	-	-
Plymouth Conquest	735	.03	-	-
Plymouth Sapporo	292	.01	2949	.16
Total Domestic Sponsored Imports	21731	.92	22264	1.18
OTHER IMPORTS				
Isuzu	5030	.21	4047	.21
Nissan	108679	4.60	121313	6.42
Honda	114324	4.83	87831	4.65
Mazda	37238	1.57	40395	2.14
Mercedes-Benz	20198	.85	16174	.86
Renault	3421	.14	6449	.34
Subaru	35433	1.50	33974	1.80
Toyota	114566	4.84	126496	6.70
Volkswagen	39298	1.66	33203	1.76
Volvo	24508	1.04	19504	1.03
Others	63704	2.69	46130	2.44
Total Other Imports	566399	23.95	535516	28.35
GRAND TOTAL ALL IMPORT CARS	588130	24.87	557780	29.53

NEW IMPORTED LIGHT TRUCKS
LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Chevrolet L.U.V.	-	-	1167	.20
Dodge RAM 50	9070	.99	6235	1.05
Ford Courier	-	-	7563	1.28
Plymouth Arrow	-	-	447	.08
Total Domestic Sponsored Imports	9070	.99	15412	2.60
OTHER IMPORTS				
Isuzu	6575	.72	4338	.73
Nissan	48275	5.28	25311	4.27
Mazda	27894	3.05	13675	2.31
Subaru	1362	.15	1589	.27
Toyota	59814	6.55	33208	5.61
Volkswagen	4590	.50	5233	.88
Others	3824	.42	1984	.33
Total Other Import Trucks	152334	16.68	85338	14.41
GRAND TOTAL ALL IMPORT TRUCKS	161404	17.67	100750	17.01

NEW DOMESTIC LIGHT TRUCKS
(0-6,000 LBS)

CHEVROLET S10	43084	4.72	37820	6.39
DODGE RAMPAGE	2133	.23	2822	.48
FORD RANGER	49351	5.40	36011	6.08
GMC S15	9437	1.03	8243	1.39

UNITED STATES SUMMARY

NEW VEHICLE REGISTRATIONS-UNITED STATES
CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1974	8701094	2656918
*1975	8201840	2307417
*1976	9751485	3058009
*1977	10826234	3509328
*1978	10946104	3963340
*1979	10358695	3472209
*1980	8780937	2476777
*1981	8443919	2185489
*1982	7754342	2430471
*1983	8024186	2878556

TOTALS INCLUDE ALASKA & HAWAII
OKLAHOMA NOT AVAILABLE
R. L. POLK & CO. R.1-84

MARCH 1984 ISSUED 05/84

5/84

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APRIL
1984

pocket summary

of registrations

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new trucks

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R·L·POLK & CO.

POLK STATISTICS

®

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	APRIL		% '84 VS '83	% IND	
	1984	1983		1984	1983
AMC	13847	16623	82.74	1.65	2.28
(Alliance)	6980	11422	60.68	.83	1.57
(Encore)	5250	-	-	.63	-
(Eagle)	1617	2563	62.82	.19	.35
CHRYSLER	24595	24017	101.17	2.94	3.30
(Laser)	4399	-	-	.53	-
(Le Baron)	7682	7574	100.87	.92	1.04
(E/NY/S AY/NPT)	12491	14587	84.49	1.49	2.01
DODGE	32039	31617	100.86	3.83	4.33
(Daytona)	4079	-	-	.49	-
(Colt/Vista)	2499	2858	87.05	.30	.39
(Conq/Challenger)	349	1420	24.44	.04	.19
(Omni)	9818	7357	132.83	1.17	1.01
(Aries)	8210	11103	73.68	.98	1.52
(Diplomat)	2355	2402	97.21	.28	.33
(Dodge 400/800)	4729	5904	79.67	.57	.81
PLYMOUTH	25643	28529	88.12	3.06	3.92
(Colt/Vista)	2240	2473	89.97	.27	.34
(Conq/Sapporo)	277	1145	24.10	.03	.16
(Horizon)	10372	7196	141.41	1.24	.99
(Reliant)	11241	16277	68.10	1.34	2.23
(Gran Fury)	1513	1438	95.83	.18	.20
CHRYSLER CORP.	82277	84163	96.63	9.83	11.55
FORD	109862	78665	138.19	13.13	10.80
(Escort)	30990	30887	99.88	3.70	4.24
(Fairmont)	-	5236	-	-	.72
(Tempo)	21040	-	-	2.51	-
(LTD)	33079	22801	142.88	3.96	3.13
(Mustang)	11147	9984	110.18	1.33	1.37
(T'Bird)	13606	9757	137.39	1.63	1.34
LINCOLN	11410	8192	135.74	1.36	1.12
(Mark VI & VII)	2420	2383	99.62	.29	.32
MERCURY	43063	30253	140.62	5.15	4.16
(Zephyr)	-	1577	-	-	.22
(Topaz)	5889	-	-	.70	-
(Cougar)	9838	5490	176.67	1.18	.75
(Capri)	1473	1709	85.49	.18	.23
(Lynx)	5324	7341	72.35	.64	1.02
LINC/MERC. DIV.	54473	38445	139.58	6.51	5.28
FORD MOTOR CO.	164335	117110	138.64	19.64	16.08
BUICK	77603	67530	113.68	9.27	9.27
(Skyhawk)	10381	6883	149.75	1.24	.94
(Skylark)	8940	8769	101.21	1.07	1.20
(Century)	18639	10195	181.51	2.23	1.40
(Regal)	15318	19756	76.73	1.83	2.72
(Riviera)	4468	3759	116.92	.53	.52
CADILLAC	26020	24087	106.41	3.11	3.31
(Cimarron)	1428	1753	80.78	.17	.24
(Eldorado)	5561	5380	101.84	.66	.74
(Seville)	2918	2452	117.70	.35	.34
CHEVROLET	136829	108214	125.31	16.37	14.85
(Chevette)	15811	15836	99.34	1.89	2.17
(Celebrity)	27924	11614	238.86	3.34	1.59
(Cavalier)	31258	18843	164.77	3.75	2.59
(Camaro)	16385	14809	109.09	1.96	2.03
(Citation)	9323	8863	104.87	1.11	1.22
(Corvette)	2417	1944	122.48	.29	.27
(Monte Carlo)	11787	7855	147.86	1.41	1.08
OLDSMOBILE	95362	81620	115.16	11.40	11.21
(Omega)	4097	4911	82.75	.49	.67
(Firenza)	4635	3934	114.85	.55	.55
(Cutlass Ciera)	22516	12621	177.14	2.69	1.73
(Cutlass)	31128	27673	110.99	3.73	3.81
(Toronado)	3166	3199	95.59	.38	.44
PONTIAC	58237	40117	143.10	6.96	5.51
(1000)	2239	2749	80.25	.27	.38
(2000 Sunbird)	9984	7301	135.15	1.19	1.00
(6000)	10549	6369	163.12	1.26	.87
(Phoenix)	1083	2296	46.47	.13	.32
(Bonneville)	5809	6407	89.61	.69	.88
(Firebird)	8421	7666	108.45	1.01	1.05
(Fiero)	9102	-	-	1.09	-
GEN. MTRS CORP	394051	321568	121.09	47.11	44.15
Misc. Domestic	18	52	34.62	-	.01
Other Import	182183	188893	95.57	21.77	25.93
U.S TOTAL	836717	728409	113.59		

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UNITED STATES SUMMARY
APRIL 1984 ISSUED 06/84

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '84 VS '83	% IND		YEAR END 1983
	1984	1983		1984	1983	
A.M.C.	60819	66026	91.58	1.90	2.52	190797
(Alliance)	30772	44703	68.41	.97	1.70	126078
(Encore)	22571	-	-	.70	-	15757
(Eagle)	7476	10956	68.02	.23	.42	30570
CHRYSLER	93069	75569	121.42	2.91	2.89	254175
(Laser)	16404	-	-	.51	-	9518
(Le Baron)	28387	24783	113.22	.89	.95	79464
(E/NY/5 AV/NPT)	48114	44889	105.55	1.50	1.71	153508
DODGE	125098	109161	113.88	3.91	4.17	362192
(Daytona)	14048	-	-	.44	-	7412
(Colt/Vista)	12829	11307	112.94	.40	.43	40527
(Conq/Challenger)	1530	4933	30.75	.05	.19	14032
(Omni)	37071	23586	156.13	1.16	.90	94960
(Aries)	35982	39752	90.08	1.12	1.52	117988
(Diplomat)	5785	7876	72.59	.18	.30	20857
(Dodge 400/600)	17853	19845	89.47	.56	.76	61981
PLYMOUTH	103163	97940	104.00	3.22	3.74	306194
(Colt/Vista)	11433	9826	115.75	.36	.38	35647
(Conq/Sapporo)	1304	4394	31.73	.04	.16	11863
(Horizon)	39565	23480	166.33	1.24	.90	91866
(Reliant)	46527	54683	84.07	1.44	2.08	154679
(Gran Fury)	4334	5857	70.96	.14	.22	12139
CHRYSLER CORP	321330	282670	112.47	10.04	10.80	922561
FORD	410758	293582	138.38	12.83	11.22	1034732
(Escort)	118684	111401	106.00	3.71	4.26	343893
(Fairmont)	-	34193	-	-	1.31	46869
(Tempo)	82874	2	-	2.59	-	124060
(LTD)	114109	91921	122.07	3.56	3.51	280961
(Mustang)	42612	36692	114.49	1.33	1.40	113957
(T'Bird)	52479	19313	267.00	1.64	.74	124992
LINCOLN	41100	29904	133.88	1.28	1.14	97206
(Mark VI & VII)	12122	8722	135.15	.37	.33	26353
MERCURY	161417	108551	146.67	5.05	4.15	395041
(Zephyr)	-	10286	-	-	.39	13361
(Topaz)	24671	-	-	.77	-	36106
(Cougar)	36437	10539	339.01	1.15	.40	80388
(Capri)	6695	7841	84.44	.21	.30	22951
(Lynx)	21526	26484	80.98	.67	1.02	83679
LTSC/MERC. DIV.	202517	138455	143.91	6.33	5.29	492247
FORD MOTOR CO.	613275	432037	140.15	19.16	16.51	1526979
BUICK	281963	235631	118.26	8.81	9.00	811256
(Skyhawk)	32857	21892	147.64	1.02	.84	71501
(Skylark)	31940	31059	102.12	1.00	1.19	100213
(Century)	62330	36359	170.03	1.95	1.39	146211
(Regal)	62762	70532	88.06	1.96	2.68	226956
(Riviera)	17446	14082	121.69	.54	.54	51123
CADILLAC	96097	85691	110.73	3.00	3.27	291552
(Cimarron)	5926	6247	94.25	.19	.24	19124
(Eldorado)	21492	19444	109.12	.66	.73	69487
(Seville)	11157	8823	125.22	.35	.34	32501
CHEVROLET	503661	369184	135.63	15.79	14.11	1310503
(Chevette)	61971	55312	111.44	1.94	2.11	176053
(Celebrity)	102313	40342	251.78	3.20	1.54	172350
(Cavalier)	110203	56243	194.74	3.43	2.16	249697
(Camaro)	60426	49993	119.11	1.89	1.91	175690
(Citation)	35365	34984	100.62	1.10	1.34	92126
(Corvette)	9561	5074	185.32	.30	.19	26037
(Monte Carlo)	44914	29006	152.47	1.40	1.11	102628
OLDSMOBILE	357878	280512	125.69	11.18	10.72	971229
(Omega)	14725	16058	91.16	.46	.61	49081
(Firenza)	17383	12494	137.71	.54	.48	43896
(Cutlass Ciera)	79083	44335	177.12	2.47	1.69	185756
(Cutlass)	118158	95886	121.48	3.70	3.67	319074
(Toronado)	12858	11012	112.80	.40	.42	39101
PONTIAC	215897	140815	151.27	6.74	5.38	536404
(1000)	8763	10539	82.01	.27	.40	33710
(2000 Sunbird)	35726	22689	155.89	1.12	.87	85435
(6000)	38348	22097	171.67	1.20	.84	89890
(Phoenix)	4360	9585	45.03	.14	.37	24619
(Bonneville)	23109	22682	100.36	.72	.87	91998
(Firebird)	31202	28215	108.98	.97	1.07	90859
(Fiero)	33753	-	-	1.05	-	18038
GEN. MTRS CORP	1457496	1111833	129.50	45.52	42.48	3927944
Misc. Domestic	18	302	25.83	.00	.01	617
Other Import	748588	724409	102.40	23.38	27.68	2355288
U S TOTAL	3201586	2617277	120.95			8924186

(Menu Total) - Included in Make Total

UNITED STATES SUMMARY

NEW TRUCK REGISTRATIONS

MAKES	APRIL	% IND	YEAR TO DATE		% '84 VS '83	% IND	
	1984		1984	1983		1984	1983
Dodge	35039	10.44	128808	76498	165.96	10.31	9.15
Plymouth	7287	2.17	24288	3007	881.93	1.94	.36
Ford	98652	29.39	363854	266289	134.00	29.13	31.85
Chevrolet	91826	27.36	346591	252000	134.55	27.75	30.14
G.M.C.	24960	7.44	93204	71181	127.63	7.46	8.51
IH	5122	1.53	17105	13759	181.89	1.37	1.65
Jeep Truck	11186	3.33	43209	20648	205.79	3.46	2.47
Mack/Midliner	1832	.55	6342	4608	137.59	.51	.55
Kenworth	1115	.33	4587	2038	223.95	.37	.24
Peterbilt	984	.29	3789	2104	178.99	.30	.25
Daimler-Benz Corp.	1659	.49	5153	3670	140.41	.41	.44
Volvo White	688	.20	3457	1394	247.78	.28	.17
Western Star	37	.01	149	95	156.84	.01	.01
Miscellaneous	55277	16.47	208536	118818	175.40	16.70	14.21
U. S. Total	335664		1249132	836109	148.69		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Dodge	85498	43310	-	-	-	-	-	-
(Dodge 1)	59446	26909	-	-	-	-	-	-
Plymouth *	24211	77	-	-	-	-	-	-
Ford	100825	248385	-	-	-	4082	7295	3267
(Ford 2)	97532	82291	-	-	-	-	-	-
Chevrolet	174643	155705	12132	-	79	1547	2342	143
(Chev 3)	119061	61935	-	-	-	-	-	-
G.M.C.	40424	42862	389	-	649	1668	3950	3262
(G.M.C 4)	24859	15393	-	-	-	-	-	-
I.H.	-	-	-	-	-	4764	4174	8167
Jeep Truck	35837	7372	-	-	-	-	-	-
(Jeep 5)	35837	6122	-	-	-	-	-	-
Mack/Midliner	-	-	-	-	-	1021	126	5195
Kenworth	-	-	-	-	-	-	-	4587
Peterbilt	-	-	-	-	-	-	-	3789
Daimler-Benz Corp.	-	-	-	-	-	441	202	4510
Volvo White	-	-	-	-	-	-	405	3052
Western Star	-	-	-	-	-	-	-	149
Miscellaneous	205846	2189	52	193	-	12	28	276
Total	667284	499900	12573	193	728	13535	18522	36397
1983 Total	437953	346648	2153	91	182	11745	14817	22520
1984 vs '83	149.93	141.00	583.65	212.09	400.00	113.31	123.35	160.20

(Memo Total)-To be included in GVW 1,2 & 3

1 Includes Ram Vans, Ramcharger, Ram 50 Rampage, Caravan and Ram Wagon

2 Includes Ranger, Bronco and Vans

3 Includes El Camino, Blazer, S10 and Vans

* Plymouth Includes Scamp, Voyager, and Voyager PLG

4 Includes Vans, Jimmy, SIS and Caballero

5 Includes CJ's, Cherokee, Wagoneer and Scrambler

The Statistics for New York and Oklahoma-1984 are compiled from Manufacturer supplied Sales Records.

The 1983 vs 1984 Comparison exclude Oklahoma Data

REGISTRATIONS FOR THE STATE OF UTAH ARE TEMPORARILY DELAYED.

NEW IMPORTED CARS
LEADING MAKES

MAKES	YEAR TO DATE 1984		YEAR TO DATE 1983	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Dodge Colt	10781	.34	11307	.43
Dodge Colt Vista SW	2048	.06	-	-
Dodge Conquest	1096	.03	-	-
Dodge Challenger	434	.01	4933	.19
Plymouth Colt	9585	.30	9826	.38
Plymouth Colt Vista SW	1848	.06	-	-
Plymouth Conquest	975	.03	-	-
Plymouth Sapporo	329	.01	4094	.16
Total Domestic Sponsored Imports	27096	.85	30160	1.15
OTHER IMPORTS				
Isuzu	6360	.20	5228	.20
Nissan	142688	4.46	165183	6.31
Honda	154579	4.83	117019	4.47
Mazda	49790	1.56	55885	2.14
Mercedes-Benz	26833	.84	22011	.84
Renault	4405	.14	9091	.35
Subaru	45475	1.42	45847	1.75
Toyota	144906	4.53	169198	6.46
Volkswagen	53030	1.66	44221	1.69
Volvo	33596	1.05	27368	1.05
Others	86806	2.71	63358	2.42
Total Other Imports	748588	23.38	724409	27.68
GRAND TOTAL ALL IMPORT CARS	775684	24.23	754569	28.83

NEW IMPORTED LIGHT TRUCKS
LEADING MAKES (0-14,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Chevrolet L.U.V.	-	-	1463	.17
Dodge RAM 50	12338	.99	8254	.99
Ford Courier	-	-	8136	.97
Plymouth Arrow	-	-	572	.07
Total Domestic Sponsored Imports	12338	.99	18425	2.20
OTHER IMPORTS				
Isuzu	9207	.74	5909	.71
Nissan	65488	5.24	35204	4.21
Mazda	37783	3.03	19807	2.35
Subaru	1755	.14	2042	.24
Toyota	81444	6.52	46138	5.52
Volkswagen	5234	.50	6783	.81
Others	5146	.41	2715	.32
Total Other Import Trucks	207067	16.58	118398	14.16
GRAND TOTAL ALL IMPORT TRUCKS	219405	17.56	136823	16.36

NEW DOMESTIC LIGHT TRUCKS
(0-8,000 LBS)

CHEVROLET S10	59519	4.76	53581	6.41
DODGE RAMPAGE	3158	.25	3878	.46
FORD RANGER	69238	5.54	51873	6.20
GMC S15	13063	1.05	11792	1.41

UNITED STATES SUMMARY

NEW VEHICLE REGISTRATIONS-UNITED STATES
CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1974	8701094	2656918
*1975	8261840	2397417
*1976	9751485	3058009
*1977	10826234	3509328
*1978	10946104	3963340
*1979	10356695	3472209
*1980	8780937	2476777
*1981	8443819	2185489
*1982	7754342	2430471
*1983	8924186	2976556

TOTALS INCLUDE ALASKA & HAWAII
*OKLAHOMA NOT AVAILABLE
R. L. POLK & CO. R 1-84

APRIL 1984 ISSUED 06/84

6/84

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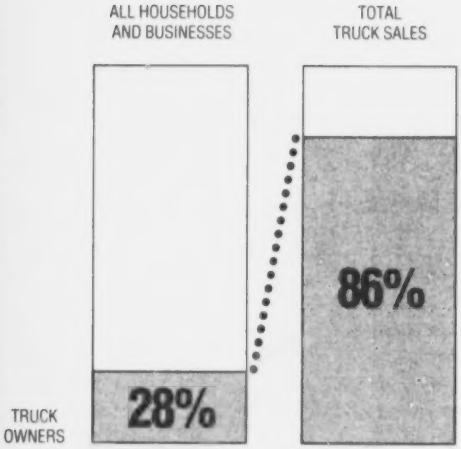

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MAY
1984

pocket summary

of registrations

new cars

new trucks

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

®

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	MAY		% '84 VS '83	% IND	
	1984	1983		1984	1983
AMC	14871	16527	89.97	1.68	2.14
(Alliance)	7930	11216	70.72	.90	1.45
(Encore)	5421	-	-	.61	-
(Eagle)	1520	2591	58.51	.17	.34
CHRYSLER	26903	23127	114.51	3.04	2.99
(Laser)	4780	-	-	.54	-
(Le Baron)	8881	7641	114.74	1.00	.99
(E/NY/S Av/NPT)	13229	13948	92.35	1.50	1.80
DODGE	35923	33195	106.64	4.05	4.30
(Daytona)	3963	-	-	.45	-
(Colt/Vista)	2108	2282	91.89	.24	.30
(Conq/Challenger)	287	1350	21.19	.03	.17
(Omni)	10700	8983	118.05	1.21	1.16
(Aries)	10779	11983	87.96	1.20	1.55
(Diplomat)	2274	2391	94.14	.26	.31
(Dodge 400/600)	5812	5691	100.40	.66	.74
PLYMOUTH	27925	31744	87.55	3.15	4.11
(Colt/Vista)	2072	1951	105.63	.23	.25
(Conq/Sapporo)	274	1059	25.87	.03	.14
(Horizon)	10773	8706	122.82	1.22	1.13
(Reliant)	13420	18355	71.67	1.51	2.37
(Gran Fury)	1386	1673	77.11	.16	.22
CHRYSLER CORP	90751	88056	101.46	10.24	11.40
FORD	108160	86601	123.45	12.21	11.21
(Escort)	32594	35211	91.96	3.68	4.56
(Fairmont)	-	3853	-	-	.50
(Tempo)	19342	840	-	2.18	.11
(LTD)	33161	25716	126.88	3.75	3.33
(Mustang)	10819	10162	105.12	1.22	1.31
(T'Bird)	12244	10819	111.50	1.38	1.40
LINCOLN	11971	7505	155.11	1.35	.97
(Mark VI & VII)	2022	2346	83.93	.23	.30
MERCURY	44912	33018	133.99	5.07	4.27
(Zephyr)	-	940	-	-	.12
(Topaz)	6236	226	-	.70	.03
(Cougar)	9781	7426	131.01	1.11	.96
(Capri)	1474	1616	90.10	.17	.21
(Lynx)	5695	8162	69.48	.64	1.05
LINC/MERC DIV	56883	40523	137.90	6.42	5.24
FORD MOTOR CO	165043	127124	128.05	18.63	16.45
BUICK	85105	71974	116.88	9.61	9.31
(Skyhawk)	12513	7517	165.45	1.41	.97
(Skylark)	9662	9563	100.29	1.09	1.24
(Century)	20641	10497	195.09	2.34	1.36
(Regal)	17424	20239	85.13	1.97	2.62
(Riviera)	4445	3965	112.04	.50	.50
CADILLAC	26120	25553	100.86	2.95	3.31
(Cimarron)	1456	1824	78.89	.16	.24
(Eldorado)	5603	5553	99.26	.64	.72
(Seville)	3025	2531	118.85	.34	.33
CHEVROLET	146079	115341	125.47	16.49	14.92
(Chevette)	15945	16073	98.49	1.80	2.08
(Celebrity)	30198	12150	246.63	3.41	1.57
(Cavalier)	35089	21957	158.87	3.96	2.85
(Camaro)	18796	15712	117.91	2.12	2.03
(Citation)	8014	8611	92.64	.90	1.11
(Corvette)	2374	3201	72.85	.27	.41
(Monte Carlo)	12367	7932	154.25	1.40	1.03
OLDSMOBILE	99575	86350	113.43	11.24	11.17
(Omega)	4579	5297	85.60	.52	.69
(Firenza)	5597	4343	127.31	.63	.56
(Cutlass Ciera)	24283	14057	171.64	2.74	1.82
(Cutlass)	32126	28593	110.42	3.63	3.69
(Toronado)	3364	3214	100.59	.38	.42
PONTIAC	64345	44448	142.41	7.26	5.75
(1000)	2330	3947	75.62	.26	.34
(2000 Sunbird)	12119	8603	139.15	1.38	1.12
(6000)	11433	6980	161.58	1.29	.90
(Phoenix)	1256	2388	51.93	.14	.31
(Bonneville)	6505	6899	92.98	.73	.89
(Firebird)	9602	7709	122.39	1.08	1.00
(Fiero)	9078	-	-	1.02	-
GEN MTRS CORP	421224	343666	121.01	47.55	44.46
Misc. Domestic	30	39	76.92	-	.01
Other Import	194059	197420	97.17	21.90	25.54
U.S. TOTAL	885974	772842	113.17		

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '84 VS '83	% IND		YEAR END
	1984	1983		1984	1983	1983
AMC	76690	82553	91.10	1.85	2.44	190797
(Alliance)	38702	55919	68.77	.95	1.65	126076
(Encore)	27992	-	-	.68	-	15757
(Eagle)	8996	13547	66.20	.22	.40	30570
CHRYSLER	119972	98696	119.80	2.94	2.91	254175
(Laser)	21184	-	-	.52	-	9518
(Le Baron)	37268	32424	113.58	.91	.96	79464
(E/NY/5 RV/NPT)	61343	58837	102.56	1.51	1.73	153508
DODGE	161021	142356	112.19	3.93	4.20	362192
(Daytona)	18011	-	-	.44	-	7412
(Colt/Vista)	14937	13589	109.40	.37	.40	40527
(Conq/Challenger)	1817	6283	28.70	.04	.19	14052
(Omni)	47771	32569	145.63	1.16	.96	94960
(Aries)	46761	51741	89.53	1.14	1.53	117988
(Diplomat)	8059	10267	77.61	.20	.30	20857
(Dodge 400/600)	23665	25536	91.91	.58	.75	61981
PLYMOUTH	131088	129684	99.75	3.21	3.83	306194
(Colt/Vista)	13505	11777	114.09	.33	.35	35647
(Conq/Sapporo)	1578	5153	30.53	.04	.15	11863
(Horizon)	50338	32186	154.56	1.23	.95	91866
(Reliant)	59947	73038	80.95	1.47	2.16	154679
(Gran Fury)	7720	7530	72.32	.22	.22	11939
CHRYSLER CORP	412081	370736	103.86	10.08	10.94	922561
FORD	518918	380183	134.98	12.69	11.21	1034732
(Escort)	151278	146612	102.63	3.70	4.33	343893
(Fairmont)	-	38046	-	-	1.12	46869
(Tempo)	102216	842	-	2.50	.02	124060
(LTD)	147270	117637	125.12	3.60	3.47	280961
(Mustang)	53431	46854	112.46	1.31	1.38	113957
(T'Bird)	64723	30192	211.27	1.58	.89	124992
LINCOLN	53071	37409	138.14	1.30	1.10	97206
(Mark VI & VII)	14144	11068	124.30	.35	.32	26353
MERCURY	206329	141569	143.72	5.05	4.18	395041
(Zephyr)	-	11226	-	-	.33	13361
(Topaz)	30907	225	-	.76	.01	36106
(Cougar)	46218	17865	255.71	1.12	.53	80388
(Capri)	8169	9447	85.41	.20	.28	22951
(Lynx)	27221	34646	78.27	.67	1.02	83679
LINC/MERC DIV	259400	178978	142.55	6.35	5.28	492247
FORD MOTOR CO	778318	559161	137.40	19.04	16.49	1526979
BUICK	367068	307605	117.94	8.98	9.07	818256
(Skyhawk)	45070	29409	152.19	1.10	.87	71591
(Skylark)	41602	40622	101.69	1.02	1.20	100213
(Century)	82971	46856	175.65	2.03	1.38	146211
(Regal)	80186	90771	87.40	1.96	2.67	226966
(Riviera)	21892	17977	119.60	.54	.53	51123
CADILLAC	122217	111244	108.47	2.99	3.28	291552
(Cimarron)	7382	8071	90.78	.18	.24	19124
(Eldorado)	27095	24937	106.83	.66	.74	69487
(Seville)	14182	11354	123.80	.35	.33	32501
CHEVROLET	651740	484525	135.21	15.95	14.30	1310503
(Chevette)	77916	71385	108.52	1.91	2.11	175053
(Celebrity)	132511	52492	250.59	3.24	1.55	172350
(Cavalier)	145292	78200	184.67	3.56	2.31	249697
(Camaro)	79222	65705	118.82	1.94	1.94	175690
(Citation)	43379	43601	99.04	1.06	1.29	92126
(Corvette)	11935	8275	141.81	.29	.24	26037
(Monte Carlo)	57281	26938	152.85	1.40	1.09	102628
OLDSMOBILE	457453	366802	122.81	11.19	10.82	971229
(Omega)	19304	21355	89.78	.47	.63	49081
(Firenza)	22980	16837	175.03	.56	.50	43896
(Cutlass Ciera)	103366	58392	175.80	2.53	1.72	185756
(Cutlass)	150284	124479	118.54	3.67	3.67	319074
(Toronado)	16202	14226	110.04	.40	.42	39101
PONTIAC	280242	185263	149.15	6.86	5.46	536404
(1000)	11093	13586	80.58	.27	.40	33710
(2000 Sunbird)	47845	31292	15.28	1.17	.92	85435
(3000)	49781	29077	169.25	1.22	.86	89890
(Phoenix)	5616	11973	46.40	.14	.35	24619
(Bonneville)	29614	29581	98.64	.72	.87	81998
(Firebird)	40804	35924	111.86	1.00	1.06	90859
(Fiero)	42831	-	-	1.05	-	18038
GEN MTRS SUBP	1878720	1455499	127.50	45.97	42.93	3927944
Misc. Domestic	108	341	31.67	-	.01	617
Other Import	942643	921829	101.28	23.06	27.19	2355208
U.S. TOTAL	4087560	3390119	119.18			8924186

(Memo Total) - Included in Make Total

UNITED STATES SUMMARY

NEW TRUCK REGISTRATIONS

MAKES	MAY	% IND	YEAR TO DATE		% '84 vs '83	% IND	
	1984		1984	1983		1984	1983
Dodge	36674	10.53	165482	99786	163.53	10.36	9.15
Plymouth	7567	2.16	31795	3855	819.20	1.99	.35
Ford	101553	29.16	465407	347323	131.34	29.13	31.88
Chevrolet	98005	28.14	444596	330981	131.43	27.83	30.36
G.M.C.	25777	7.40	118381	93569	123.90	7.45	8.58
IH	5585	1.60	22690	17785	125.36	1.42	1.63
Jeep Truck	12001	3.45	55210	26664	203.68	3.46	2.45
Mack/Midliner	2211	.63	8553	5804	147.33	.54	.53
Kenworth	1124	.32	5711	2612	217.57	.30	.24
Peterbilt	1132	.33	4921	2685	181.86	.31	.25
Daimler-Benz Corp	1792	.51	6945	4712	147.39	.43	.43
Volvo White	660	.19	4117	1734	237.14	.26	.16
Western Star	64	.02	213	123	173.17	.01	.01
Miscellaneous	54188	15.56	262784	152419	170.25	16.45	13.98
U. S. Total	348213		1597405	1030052	143.88		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Dodge	109585	55893	-	-	-	-	-	-
(Dodge 1)	77388	34775	-	-	-	-	-	-
Plymouth *	31708	87	-	-	-	-	-	-
Ford	130050	316140	-	-	-	5136	9731	4350
(Ford 2)	126582	104640	-	-	-	-	-	-
Chevrolet	224624	198709	15787	-	94	2070	3111	201
(Chev 3)	154148	79860	-	-	-	-	-	-
G.M.C.	51610	54513	498	-	766	2102	5090	4402
(G.M.C 4)	32066	19742	-	-	-	-	-	-
I.H.	-	-	-	-	-	6273	5543	10874
Jeep Truck	46291	8919	-	-	-	-	-	-
(Jeep 5)	46291	7343	-	-	-	-	-	-
Mack/Midliner	-	-	-	-	-	1285	200	7068
Kenworth	-	-	-	-	-	-	-	5711
Peterbilt	-	-	-	-	-	-	-	4921
Daimler-Benz Corp.	-	-	-	-	-	530	266	6149
Volvo White	-	-	-	-	-	-	497	3620
Western Star	-	-	-	-	-	-	-	213
Miscellaneous	259125	2855	76	244	-	21	34	429
Total	852997	637116	16361	244	860	17417	24472	47938
1983 Total	570423	452750	3774	115	242	15256	18883	28609
1984 vs '83	147.14	137.56	433.33	212.17	355.37	112.21	127.73	166.26

(Memo Total)-To be included in GVW 1,2 & 3

1 Includes Ram Vans, Ramcharger, Ram 50 Rampage, Caravan and Ram Wagon.

2 Includes Ranger, Bronco and Vans.

3 Includes El Camino, Blazer, S10 and Vans.

* Plymouth Includes Scamp, Voyager, and Voyager FWD.

4 Includes Vans, Jimmy, S15 and Caballero.

5 Includes CJ's, Cherokee, Wagoneer and Scrambler.

The Statistics for New York and Oklahoma-1984 are compiled from Manufacturer supplied Sales Records.

The 1983 vs 1984 Comparison exclude Oklahoma Data.

NEW IMPORTED CARS
LEADING MAKES

MAKES	YEAR TO DATE 1984		YEAR TO DATE 1983	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Dodge Colt	12452	.30	13589	.40
Dodge Colt Vista SW	2485	.06	-	-
Dodge Conquest	1340	.03	-	-
Dodge Challenger	477	.01	6283	.19
Plymouth Colt	11241	.28	11777	.35
Plymouth Colt Vista SW	2264	.06	-	-
Plymouth Conquest	1224	.03	-	-
Plymouth Sapporo	354	.01	5153	.15
Total Domestic Sponsored Imports	31837	.78	36802	1.09
OTHER IMPORTS				
Isuzu	7686	.19	6633	.20
Nissan	178531	4.37	207842	6.13
Honda	193653	4.74	151191	4.46
Mazda	62695	1.53	69953	2.06
Mercedes-Benz	33297	.81	28319	.84
Renault	5447	.13	12423	.37
Subaru	57317	1.40	58617	1.73
Toyota	182626	4.47	214007	6.31
Volkswagen	68239	1.67	55900	1.65
Volvo	41333	1.01	36019	1.06
Others	111819	2.74	80925	2.39
Total Other Imports	942643	23.06	921829	27.19
GRAND TOTAL ALL IMPORT CARS	974480	23.84	958631	28.28

NEW IMPORTED LIGHT TRUCKS
LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Chevrolet L.U.V.	-	-	1723	.16
Dodge RAM 50	15934	1.00	10274	.94
Ford Courier	-	-	8448	.78
Plymouth Arrow	-	-	653	.06
Total Domestic Sponsored Imports	15934	1.00	21098	1.94
OTHER IMPORTS				
Isuzu	13013	.81	7950	.73
Nissan	81464	5.10	45050	4.13
Mazda	47192	2.95	25065	2.30
Subaru	2102	.13	2486	.23
Toyota	102498	6.42	59439	5.45
Volkswagen	8009	.50	8400	.77
Others	6385	.40	3488	.32
Total Other Import Trucks	260663	16.32	151878	13.93
GRAND TOTAL ALL IMPORT TRUCKS	276597	17.32	172976	15.87

NEW DOMESTIC LIGHT TRUCKS
(0-6,000 LBS)

CHEVROLET S10	77622	4.86	69901	6.41
DODGE RAMPAGE	4101	.26	4986	.46
FORD RANGER	89822	5.62	67964	6.23
GMC S15	16975	1.06	15653	1.44

UNITED STATES SUMMARY

NEW VEHICLE REGISTRATIONS-UNITED STATES
CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1974	8701094	2656918
*1975	8261840	2397417
*1976	9751485	3058009
*1977	10820234	3509328
*1978	10946104	3983340
*1979	10356695	3472209
*1980	8760937	2476777
*1981	8443919	2185489
*1982	7754362	2430471
*1983	8924186	2976556

TOTALS INCLUDE ALASKA & HAWAII
*OKLAHOMA NOT AVAILABLE
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POLK STATISTICS

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NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	JUNE		% '84 VS '83	% IND	
	1984	1983		1984	1983
AMC	16705	16185	102.06	1.80	1.86
(Alliance)	8783	12105	71.71	.95	1.39
(Encore)	6520	-	-	.70	-
(Eagle)	1402	2225	62.56	.15	.26
CHRYSLER	29130	24985	119.55	3.14	2.76
(Laser)	5325	-	-	.57	-
(Le Baron)	10028	8159	120.38	1.08	.94
(E/NY/S RV/NPT)	13763	14536	93.28	1.49	1.67
DODGE	37953	36439	102.97	4.09	4.20
(Daytona)	4282	-	-	.46	-
(Colt/Vista)	2633	3000	87.50	.28	.35
(Conq/Challenger)	294	1706	17.17	.03	.20
(Omni)	10467	9981	104.55	1.13	1.15
(Aries)	11210	12717	85.91	1.21	1.46
(Diplomat)	3144	2864	109.01	.34	.33
(Dodge 400/600)	5903	5695	105.13	.64	.66
PLYMOUTH	30151	30358	98.44	3.25	3.49
(Colt/Vista)	2350	2794	83.61	.25	.32
(Conq/Sapporo)	250	1409	17.46	.03	.16
(Horizon)	11016	9750	112.47	1.19	1.12
(Reliant)	14670	14600	99.37	1.58	1.68
(Gran Fury)	1865	1805	101.27	.20	.21
CHRYSLER CORP	97234	90782	105.84	10.48	10.45
FORD	112334	102455	107.98	12.08	11.79
(Escort)	31853	40641	77.87	3.43	4.67
(Fairmont)	-	3040	-	-	.35
(Tempo)	21644	8678	245.93	2.33	1.00
(LTD)	33968	25861	131.19	3.67	2.93
(Mustang)	11896	11893	98.81	1.28	1.37
(T'Bird)	12673	12742	98.00	1.37	1.47
LINCOLN	14250	8127	172.40	1.54	.94
(Mark VI & VII)	2949	2615	111.47	.32	.31
MERCURY	45634	33456	113.91	4.91	4.54
(Zephyr)	-	975	-	-	.11
(Topaz)	5764	2363	242.53	.62	.27
(Cougar)	9964	8300	117.58	1.07	.96
(Capri)	1456	2291	62.81	.16	.26
(Lynx)	5326	9558	55.52	.57	1.10
LINC/MERC DIV	59884	47583	123.90	6.45	5.48
FORD MOTOR CO	171918	150038	113.03	18.53	17.27
BUICK	81920	80972	103.36	9.15	9.32
(Skyhawk)	13202	8169	159.91	1.42	.94
(Skylark)	9792	12098	79.67	1.05	1.39
(Century)	17814	12717	138.40	1.92	1.46
(Regal)	18413	21970	82.65	1.98	2.53
(Riviera)	4175	3993	102.93	.45	.46
CADILLAC	26722	25967	101.93	2.88	2.99
(Cimarron)	1473	1954	74.59	.16	.23
(Eldorado)	5704	5793	97.39	.62	.67
(Seville)	2985	2637	112.02	.32	.30
CHEVROLET	147331	137245	106.23	15.88	15.79
(Chevette)	14784	18378	80.00	1.59	2.12
(Celebrity)	30972	15271	200.59	3.34	1.76
(Cavalier)	34298	28684	118.72	3.71	3.29
(Camaro)	19704	18060	107.60	2.12	2.08
(Citation)	9040	11660	77.22	.97	1.34
(Corvette)	2221	3132	69.60	.24	.36
(Monte Carlo)	11252	8941	124.20	1.21	1.03
GM DIMENSIVE	101900	93541	107.06	10.98	10.77
(Omega)	4281	6339	66.81	.46	.73
(Firenza)	6256	5504	111.81	.67	.63
(Cutlass Ciera)	24802	16561	148.27	2.67	1.91
(Cutlass)	29801	29511	99.40	3.21	3.40
(Toronado)	3579	3285	104.63	.39	.38
PONTIAC	63335	51309	121.25	6.83	5.91
(1000)	2264	3635	60.66	.24	.42
(2000 Sunbird)	12170	10403	115.49	1.31	1.19
(6000)	11752	7696	149.92	1.27	.89
(Phoenix)	1416	2748	50.62	.15	.32
(Bonneville)	5991	7522	78.72	.65	.87
(Firebird)	9710	8550	111.36	1.05	.98
(Fiero)	8288	-	-	.89	-
GEN MTRS CORP	424208	389034	107.53	45.72	44.78
Misc. Domestic	32	52	61.54	-	.01
Other Import	217752	222647	97.02	23.47	25.63
U.S TOTAL	927849	868738	105.50		

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '84 VS '83	% IND		YEAR END 1983
	1984	1983		1984	1983	
AMC	92395	98738	92.94	1.84	2.32	190797
(Alliance)	47485	68024	69.30	.94	1.60	126076
(Encore)	34512	-	-	.69	-	15757
(Eagle)	10398	15772	65.69	.21	.37	30570
CHRYSLER	149102	126881	115.75	2.97	2.88	254175
(Laser)	26509	-	-	.53	-	9518
(Le Baron)	47296	40583	114.94	.94	.95	79484
(E/MY/S AY/NP1)	75106	73373	100.72	1.50	1.73	153508
DODGE	198974	178795	110.31	3.88	4.20	362192
(Daytona)	22293	-	-	.44	-	7412
(Colt/Vista)	17570	16589	105.44	.35	.39	40527
(Conq/Challenger)	2111	7989	26.24	.04	.19	14032
(Omni)	58258	42550	135.99	1.18	1.00	94960
(Aries)	57371	54458	88.86	1.16	1.51	117988
(Diplomat)	11203	13131	84.46	.22	.31	20857
(Dodge 400/600)	29556	31231	93.95	.59	.73	61961
PLYMOUTH	161239	160042	99.48	3.21	3.76	306194
(Colt/Vista)	15855	14571	108.24	.32	.34	35647
(Conq/Sapporo)	1828	6562	27.72	.04	.15	11863
(Horizon)	61354	41936	144.78	1.22	.98	91866
(Reliant)	74617	87638	84.02	1.48	2.07	154679
(Gran Fury)	7585	9335	77.92	.15	.22	12139
CHRYSLER CORP.	509315	461518	105.07	10.16	10.84	922561
FORD	630952	482638	129.25	12.58	11.33	1034732
(Escort)	183131	187253	97.25	3.66	4.40	343893
(Fairmont)	-	41086	-	-	.96	46869
(Tempo)	123860	9520	-	2.47	.22	124060
(LTD)	181238	143098	124.56	3.61	3.36	280961
(Mustang)	65327	58747	109.69	1.30	1.38	113357
(T'Bird)	77196	42934	177.66	1.54	1.01	124992
LINCOLN	67321	45536	144.25	1.34	1.07	97206
(Mark VI & VII)	17093	13663	121.84	.34	.32	26353
MERCURY	251963	181025	137.22	5.03	4.25	395041
(Zephyr)	-	12261	-	-	.29	13361
(Topaz)	36671	2588	-	.73	.06	36106
(Cougar)	56182	26165	210.53	1.13	.61	80388
(Capri)	9625	11748	81.00	.19	.28	22951
(Lynx)	32547	44204	73.36	.65	1.03	83679
LINC/MERC DIV.	319284	226561	138.63	6.37	5.32	492247
FORD MOTOR CO.	950236	709199	132.24	18.95	16.65	1526979
BUICK	451988	388571	114.30	9.01	9.12	818256
(Skyhawk)	58272	37570	153.87	1.16	.88	71501
(Skylark)	51344	52720	96.64	1.02	1.24	100213
(Century)	100785	59573	167.70	2.01	1.40	146211
(Regal)	98599	112741	86.48	1.97	2.64	226966
(Riviera)	26067	21870	116.57	.52	.52	51123
CADILLAC	148939	137..	107.23	2.97	3.22	291552
(Cimarron)	8855	10035	87.61	.18	.24	19124
(Eldorado)	32799	30750	105.13	.65	.72	69487
(Seville)	17167	13991	121.58	.34	.33	32501
CHEVROLET	799071	621770	127.25	15.93	14.61	1310503
(Chevette)	92700	89763	102.68	1.85	2.11	176053
(Celebrity)	163483	67769	239.32	3.26	1.59	172350
(Cavalier)	179590	106884	166.97	3.57	2.51	249697
(Camaro)	98926	83765	116.40	1.97	1.97	175690
(Citation)	52419	55261	94.44	1.05	1.30	92126
(Corvette)	14156	11407	121.99	.28	.27	26037
(Monte Carlo)	68533	45879	147.27	1.37	1.08	102628
OLDSMOBILE	559353	460403	119.61	11.15	10.81	971229
(Omega)	23585	27694	84.52	.47	.65	49081
(Firenza)	29236	22341	129.31	.58	.52	43896
(Cutlass Ciera)	128168	74953	169.72	2.56	1.76	185756
(Cutlass)	180085	153990	115.20	3.59	3.62	319074
(Toronado)	19781	17511	109.02	.39	.41	39101
PONTIAC	343577	236572	143.10	6.85	5.55	536404
(1000)	13357	17221	76.37	.27	.40	33710
(2000 Sunbird)	60015	41695	142.35	1.20	.98	85435
(6000)	61533	36713	165.20	1.22	.86	89890
(Phoenix)	7032	14721	47.19	.14	.35	24619
(Bonneville)	35605	37103	94.60	.71	.87	81998
(Firebird)	50514	44474	111.76	1.01	1.04	90859
(Fiero)	51119	-	-	1.02	-	18038
GEN MTRS CORP.	2302928	1844533	123.29	45.91	43.31	3927944
Misc. Domestic	140	393	35.62	-	.01	617
Other Import	1160395	1144476	100.45	23.14	26.87	2355288
U.S. TOTAL	5015409	4258857	118.39			8924186

(Memo Total) - Included in Make Total

UNITED STATES SUMMARY

NEW TRUCK REGISTRATIONS

MAKES	JUNE		YEAR TO DATE		% '84 VS '83	% IND	
	1984	% IND	1984	1983		1984	1983
Dodge	33245	10.81	204730	123765	165.14	10.44	9.07
Plymouth	7596	2.09	39391	4768	820.24	2.01	.35
Ford	105438	29.04	570845	433863	128.89	29.13	31.80
Chevrolet	100247	27.60	544843	417579	127.73	27.79	30.59
G.M.C.	27572	7.59	146553	117882	121.14	7.48	8.64
IH	5234	1.44	27924	21892	125.48	1.42	1.60
Jeep Truck	13302	3.66	68512	33230	202.70	3.49	2.43
Mack/Midliner	2315	.64	10868	7137	151.87	.55	.52
Kenworth	822	.23	6533	3070	211.89	.33	.22
Peterbilt	954	.26	5875	3195	182.89	.30	.23
Daimler-Benz Corp.	1230	.34	8175	6234	131.14	.42	.46
Volvo white	745	.21	4662	2235	217.32	.25	.16
Western Star	47	.01	256	145	176.55	.01	.01
Miscellaneous	54406	16.08	321190	190046	166.85	16.38	13.92
U. S. Total	363152		1960557	1365041	141.01		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Dodge	135806	68924	-	-	-	-	-	-
(Dodge 1)	98781	43151	-	-	-	-	-	-
Plymouth *	39295	96	-	-	-	-	-	-
Ford	158413	389041	-	-	-	5989	12001	5401
(Ford 2)	154812	127895	-	-	-	-	-	-
Chevrolet	275697	242990	19334	-	111	2549	3887	275
(Chev 3)	186747	98579	-	-	-	-	-	6533
G.M.C.	64078	66522	630	-	986	2526	6179	5632
(G.M.C 4)	39416	24167	-	-	-	-	-	-
I.H.	-	-	-	-	-	7692	6909	13323
Jeep Truck	57986	10526	-	-	-	-	-	-
(Jeep 5)	57986	8668	-	-	-	-	-	-
Mack/Midliner	-	-	-	-	-	1581	261	9026
Kenworth	-	-	-	-	-	-	-	6533
Peterbilt	-	-	-	-	-	-	-	5875
Daimler-Benz Corp.	-	-	-	-	-	605	312	7258
Volvo White	-	-	-	-	-	-	601	4261
Western Star	-	-	-	-	-	-	-	256
Miscellaneous	316546	3615	95	329	-	29	46	530
Total	1047821	781714	20059	329	1097	20971	30196	58370
1983 Total	716615	565417	5835	149	270	16650	23149	34950
1984 vs '83	143.86	135.14	343.60	220.81	406.30	110.47	128.59	165.68

(Memo Total)-To be included in GVW 1,2 & 3
1 Includes Ram Vans, Ramcharger, Ram 50 Rampage, Caravan and Ram Wagon
2 Includes Ranger, Bronco and Vans
3 Includes El Camino, Blazer, S10 and Vans

* Plymouth Includes Scamp, Voyager, and Voyager FWD
4 Includes Vans, Jimmy, S15 and Caballero
5 Includes CJ's, Cherokee, Wagoneer and Scrambler

The Statistics for New York and Oklahoma 1984 are compiled from Manufacturer supplied Sales Records.

The 1983 vs 1984 Comparison exclude Oklahoma Data.

3

NEW IMPORTED CARS
LEADING MAKES

MAKES	YEAR TO DATE 1984		YEAR TO DATE 1983	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Dodge Colt	14556	.29	16589	.39
Dodge Colt Vista SW	3014	.06	-	-
Dodge Conquest	1597	.03	-	-
Dodge Challenger	514	.01	7989	.19
Plymouth Colt	13108	.26	14571	.34
Plymouth Colt Vista SW	2747	.05	-	-
Plymouth Conquest	1459	.03	-	-
Plymouth Sapporo	369	.01	6562	.15
Total Domestic Sponsored Imports	38033	.76	45711	1.07
OTHER IMPORTS				
Isuzu	9574	.19	8338	.20
Nissan	224311	4.47	257056	6.04
Honda	235660	4.70	188702	4.43
Mazda	76037	1.52	85250	2.00
Mercedes-Benz	39572	.79	34564	.82
Renault	6630	.13	15247	.38
Subaru	83265	1.38	71284	1.67
Toyota	227775	4.54	266313	6.25
Volkswagen	83451	1.66	68564	1.61
Volvo	50451	1.01	45958	1.08
Others	137669	2.74	101790	2.39
Total Other Imports	1160395	23.14	1144476	26.87
GRAND TOTAL ALL IMPORT CARS	1198428	23.89	1190187	27.95

NEW IMPORTED LIGHT TRUCKS
LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Chevrolet L.U.V.	-	-	1860	.14
Dodge RAM 50	20128	1.03	12616	.92
Ford Courier	-	-	8649	.65
Plymouth Arrow	-	-	713	.05
Total Domestic Sponsored Imports	20128	1.03	23858	1.75
OTHER IMPORTS				
Isuzu	17583	.90	9813	.72
Nissan	98502	5.02	56419	4.13
Mazda	56192	2.87	31053	2.27
Subaru	2474	.13	2924	.21
Toyota	126001	6.45	74755	5.48
Volkswagen	9984	.51	9976	.73
Others	7324	.40	4418	.32
Total Other Import Trucks	318540	16.25	189364	13.87
GRAND TOTAL ALL IMPORT TRUCKS	338668	17.27	213222	15.62

NEW DOMESTIC LIGHT TRUCKS
(0-6,000 LBS)

CHEVROLET S10	94828	4.84	83216	6.54
DODGE RAMPAGE	5021	.26	5333	.44
FORD RANGER	104365	5.58	85836	6.29
GMC S15	20748	1.06	20100	1.47

UNITED STATES SUMMARY

NEW VEHICLE REGISTRATIONS UNITED STATES
CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1974	8701094	2656818
*1975	8261840	2397417
*1976	9751485	3049009
*1977	10826234	3509328
*1978	10946104	3863340
*1979	10956695	3472209
*1980	8760837	2476777
*1981	8443919	2185489
*1982	7756342	2490471
*1983	8924186	2976556

TOTALS INCLUDE ALASKA & HAWAII
*OKLAHOMA NOT AVAILABLE
R. L. POLK & CO. R 1-84

JUNE 1984 ISSUED 08/84

8/84

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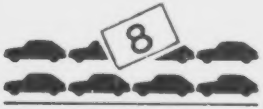
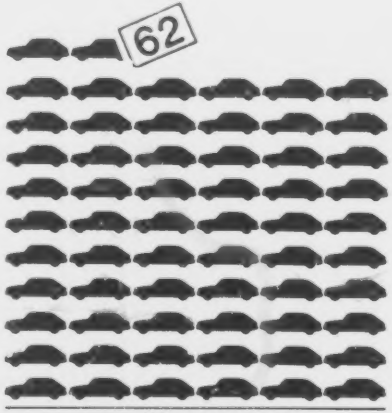
How many new car buyers per 100 households are you getting with your media buys?



ALL HOUSEHOLDS

POLK SELECTED HOUSEHOLDS
@ 2,000,000 LEVEL



POLK SELECTED HOUSEHOLDS
@ 50,000 LEVEL

R.L. POLK & CO.
6400 Monroe Blvd. • Taylor, MI 48180
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JULY
1984

pocket summary

of registrations

new cars

new trucks

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

®

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	JULY		% '84 VS '83	% IND	
	1984	1983		1984	1983
AMC	16513	12597	128.58	1.81	1.60
(Alliance)	8512	9271	91.81	.95	1.18
(Encore)	6582	-	-	.73	-
(Eagle)	1219	1914	63.42	.13	.24
CHRYSLER	29417	20765	137.05	3.21	2.63
(Laser)	5129	-	-	.57	-
(Le Baron)	9518	6754	138.90	1.06	.86
(E/NY/S RV/NPT)	14504	13056	107.18	1.58	1.65
DODGE	34395	32112	106.54	3.80	4.07
(Daytona)	3855	-	-	.43	-
(Colt/Vista)	3318	3620	91.30	.37	.46
(Conq/Challenger)	311	1685	19.58	.04	.21
(Omni)	10045	9308	107.91	1.10	1.18
(Aries)	9059	9962	90.94	1.00	1.26
(Diplomat)	2644	2190	120.00	.29	.28
(Dodge 400/600)	5155	4943	103.30	.57	.63
PLYMOUTH	27542	27595	98.99	3.05	3.50
(Colt/Vista)	2825	3211	87.51	.31	.41
(Conq/Sapporo)	293	1487	19.64	.03	.19
(Horizon)	10498	8721	119.69	1.16	1.11
(Reliant)	12327	13559	91.65	1.37	1.69
(Gran Fury)	1599	819	187.42	.18	.10
CHRYSLER CORP	90214	80472	111.83	10.06	10.20
FORD	108253	93758	114.12	11.99	11.88
(Escort)	31256	31759	97.88	3.46	4.02
(Fairmont)	-	2045	-	-	.26
(Tempo)	22129	12906	169.56	2.45	1.64
(LTD)	31399	24377	126.47	3.48	3.09
(Mustang)	11177	10170	108.67	1.24	1.29
(T-Bird)	12292	12499	97.13	1.36	1.58
LINCOLN	12939	7520	168.47	1.43	.95
(Mark VI & VII)	2553	2627	95.20	.28	.33
MERCURY	44813	35923	122.67	4.96	4.56
(Zephyr)	-	4220	-	-	.05
(Topaz)	5934	4232	139.58	.66	.54
(Cougar)	9719	8028	118.40	1.08	1.02
(Capri)	1396	1896	72.73	.15	.24
(Lynx)	5333	8234	64.57	.59	1.05
LINC/MERC DIV	57752	43443	130.60	6.53	5.51
FORD MOTOR CO	166005	137199	119.34	18.58	17.39
BUICK	81575	73311	109.95	9.03	9.29
(Skyhawk)	12893	6501	196.62	1.43	.82
(Skylark)	8895	10381	85.26	.98	1.32
(Century)	17627	12464	139.55	1.95	1.58
(Regal)	17678	19231	90.88	1.96	2.44
(Riviera)	3756	3870	95.58	.42	.49
CADILLAC	27717	23780	114.48	3.07	3.01
(Cimarron)	1452	1669	86.22	.16	.21
(Eldorado)	5859	5412	106.34	.65	.68
(Seville)	2381	2449	120.05	.33	.31
CHEVROLET	147242	120127	121.27	16.30	15.22
(Chevette)	13948	14561	94.98	1.54	1.85
(Celebrity)	29911	14755	202.87	3.31	1.84
(Cavalier)	55082	25041	159.25	3.69	3.17
(Camaro)	20147	16493	120.77	2.23	2.09
(Citation)	8932	7648	117.15	1.00	.97
(Corvette)	2174	2451	87.43	.24	.31
(Monte Carlo)	10252	8081	125.26	1.13	1.02
GM BENDULET	93804	85946	107.50	10.39	10.89
(Omega)	4055	5395	74.72	.45	.68
(Firenza)	6328	4450	140.76	.70	.56
(Cutlass Ciera)	23302	16187	142.37	2.58	2.05
(Cutlass)	24958	27523	89.14	2.76	3.49
(Toronado)	3528	3057	112.01	.39	.39
PONTIAC	64469	47275	136.56	7.14	5.99
(1000)	2765	2812	97.40	.31	.36
(2000 Sunbird)	12829	8481	149.97	1.42	1.07
(6000)	11862	7760	151.01	1.31	.98
(Phoenix)	1710	2097	80.73	.19	.27
(Bonneville)	6116	7494	79.49	.67	.95
(Firebird)	3147	7748	124.30	1.08	.98
(Fiero)	7848	-	-	.87	-
GEN MTRS CORP	414907	350437	116.86	45.93	44.40
Misc Domestic	20	50	40.00	-	.01
Other Import	215211	209261	102.25	23.82	26.40
U S TOTAL	903134	789016	113.10		

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '84 VS '83	% MKT		YEAR END
	1984	1983		1984	1983	1983
AMC	108708	111335	96.98	1.84	2.21	190797
(Alliance)	55997	77295	71.90	.95	1.54	126076
(Encore)	41094	-	-	.69	-	15757
(Eagle)	11617	17691	65.44	.20	.35	30570
CHRYSLER	178079	143446	122.26	3.01	2.84	254175
(Laser)	31638	-	-	.53	-	9518
(Le Baron)	56834	47337	118.36	.95	.94	79464
(E/NY/5 RV/NPT)	89410	86429	101.70	1.52	1.71	153508
DODGE	233369	210907	109.74	3.94	4.18	362192
(Daytona)	25148	-	-	.44	-	7412
(Colt/Vista)	20889	20209	102.91	.35	.40	40527
(Conq/Challenger)	2444	9674	25.08	.04	.19	14032
(Omni)	68303	51858	130.85	1.16	1.03	94550
(Aries)	67030	74420	89.10	1.13	1.48	117988
(Diplomat)	13852	15321	99.54	.23	.30	20857
(Dodge 400/600)	34703	36174	95.23	.59	.72	61981
PLYMOUTH	188781	187637	99.41	3.19	3.72	306194
(Colt/Vista)	18680	17782	104.50	.32	.35	35647
(Conq/Sapporo)	2121	8049	26.23	.04	.16	11863
(Horizon)	71852	50557	140.46	1.21	1.00	91866
(Reliant)	86944	100995	85.03	1.46	2.01	154679
(Gran Fury)	9184	10154	86.75	.16	.20	12139
CHRYSLER COSP	600229	541990	109.48	10.14	10.74	922561
FORD	739205	576394	126.78	12.49	11.42	1034732
(Escort)	214387	219012	97.34	3.62	4.34	343893
(Fairmont)	-	43131	-	-	.85	46869
(Tempo)	145989	22426	644.81	2.47	.44	124060
(LTD)	212637	167475	124.83	3.59	3.32	280961
(Mustang)	76504	68917	109.54	1.29	1.37	113957
(T'Bird)	89588	55433	159.50	1.52	1.10	124992
LINCOLN	80260	53056	147.68	1.36	1.05	97208
(Mark VI & VII)	19626	16310	117.55	.34	.32	26353
MERCURY	296776	216948	134.81	5.01	4.30	395041
(Zephyr)	-	12621	-	-	.25	13361
(Topaz)	42605	6820	620.38	.72	.14	36106
(Cougar)	65901	34193	188.90	1.11	.68	80388
(Capri)	11021	13644	79.85	.19	.27	22951
(Lynx)	37880	52438	71.98	.64	1.03	83679
LINC/MERC DIV	377056	270004	137.34	6.37	5.35	492247
FORD MOTOR CO	1116241	846398	130.15	18.86	16.77	1526978
BUICK	533563	481888	114.12	9.01	9.15	818258
(Skyhawk)	71165	44079	160.17	1.20	.87	71501
(Skylark)	60239	63103	94.77	1.02	1.25	100213
(Century)	118412	72037	162.83	2.00	1.43	146211
(Regal)	116275	131972	87.12	1.95	2.62	226966
(Riviera)	29823	25840	113.43	.50	.51	51123
CADILLAC	176655	160991	108.30	2.98	3.19	291552
(Cimarron)	10307	11704	87.41	.17	.23	19124
(Eldorado)	38658	36202	105.31	.65	.72	69487
(Seville)	20148	16440	121.35	.34	.33	32501
CHEVROLET	946313	741897	126.28	15.00	14.69	1310503
(Chevette)	106648	104346	101.61	1.80	2.07	176053
(Celebrity)	193394	82304	232.88	3.27	1.63	172350
(Cavalier)	214672	131925	161.70	3.63	2.60	249697
(Camaro)	119073	100258	117.12	2.01	1.99	175690
(Citation)	61411	62909	97.20	1.04	1.25	92126
(Corvette)	16330	13858	115.88	.28	.27	26037
(Monte Carlo)	78785	53960	143.97	1.33	1.07	102628
OLDSMOBILE	653257	546349	117.70	11.04	10.82	971229
(Omega)	27540	33089	82.92	.47	.66	49581
(Firenza)	35564	26791	131.21	.60	.53	43898
(Cutlass Ciera)	151470	91140	164.86	2.56	1.81	185756
(Cutlass)	205043	181519	111.24	3.47	3.58	319074
(Toronado)	23309	20568	109.47	.39	.41	39101
PONTIAC	408046	283845	141.67	6.89	5.62	536404
(1000)	16122	20033	79.52	.27	.40	33710
(2000 Sunbird)	72844	50176	143.64	1.23	.99	85435
(6000)	73195	44533	162.73	1.24	.88	69890
(Phoenix)	8742	16818	51.37	.15	.33	24619
(Bonneville)	41641	44597	92.06	.70	.88	81998
(Firebird)	60261	52222	113.62	1.02	1.04	90859
(Fiero)	58997	-	-	1.00	-	18038
GEN MTRS CORP	2717835	2194970	122.26	45.92	43.47	3927944
Misc. Domestic	160	443	36.12	-	.01	617
Other Import	1375626	1352737	100.73	23.24	26.80	2355288
U.S TOTAL	5918799	5047873	115.88			8924186

(Memo Total) - Included in Make Total

UNITED STATES SUMMARY

NEW TRUCK REGISTRATIONS

MAKES	JULY	% IND	YEAR TO DATE		% '84 VS '83	% IND	
	1984		1984	1983		1984	1983
Dodge	16602	10.55	241332	144585	164.64	10.48	8.90
Plymouth	7305	2.11	46696	5530	838.39	2.02	.34
Ford	97936	28.22	668781	518521	126.34	28.99	31.92
Chevrolet	93929	27.07	638772	497094	125.79	27.68	30.61
G M C	26453	7.62	173005	139752	120.62	7.50	8.61
I H	5743	1.65	33667	26314	125.98	1.46	1.62
Jeep Truck	11909	3.43	80421	38438	205.79	3.49	2.37
Mack/Midliner	2360	.68	13228	8382	157.80	.57	.52
Kenworth	1035	.30	7568	3662	205.90	.33	.23
Peterbilt	1136	.33	7011	3723	186.41	.30	.23
Daimler Benz Corp	1487	.43	9662	7379	130.93	.42	.45
Volvo White	773	.22	5635	2575	218.64	.24	.16
Western Star	52	.01	308	170	181.18	.01	.01
Miscellaneous	60305	17.38	381495	227863	165.32	16.53	14.03
U S Total	347025		2307582	1624008	139.51		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Dodge	160522	80810	-	-	-	-	-	-
(Dodge 1)	115428	50865	-	-	-	-	-	-
Plymouth *	46595	101	-	-	-	-	-	-
Ford	186218	454323	-	-	-	7052	14483	6725
(Ford 2)	182536	148867	-	-	-	-	-	-
Chevrolet	323208	285353	21837	-	129	3137	4793	315
(Chev 3)	221564	117022	-	-	-	-	-	-
G M C	15488	78296	734	-	1139	3022	7385	6937
(G M C 4)	46831	28650	-	-	-	-	-	-
I H	-	-	-	-	-	9564	8153	15950
Jeep Truck	68468	11953	-	-	-	-	-	-
(Jeep 5)	68468	9882	-	-	-	-	-	-
Mack/Midliner	-	-	-	-	-	1927	328	10973
Kenworth	-	-	-	-	-	-	-	7568
Peterbilt	-	-	-	-	-	-	-	7011
Daimler-Benz Corp	-	-	-	-	-	735	442	8485
Volvo White	-	-	-	-	-	-	732	4903
Western Star	-	-	-	-	-	-	-	308
Miscellaneous	375854	4406	119	404	-	37	70	605
Total	1236353	915242	22695	404	1268	25454	36386	69780
1983 Total	853958	669432	8460	181	313	23049	27390	41225
1984 vs '83	142.45	133.65	268.11	227.20	405.11	108.55	131.01	167.90

(Memo Total) To be included in GVW 1,2 & 3

1 Includes Ram Vans, Ramcharger, Ram 50 Rampage, Caravan and Ram Wagon.
2 Includes Ranger, Bronco and Vans
3 Includes El Camino, Blazer, S10 and Vans

* Plymouth Includes Scamp, Voyager, and Voyager FWD
4 Includes Vans, Jimmy, S15 and Caballero
5 Includes CJ's, Cherokee, Wagoneer and Scrambler

The Statistics for New York and Oklahoma 1984 are compiled from Manufacturer supplied Sales Records

The 1983 vs 1984 Comparison exclude Oklahoma Data.

REGISTRATIONS FOR THE STATE OF LOUISIANA ARE TEMPORARILY DELAYED.

NEW IMPORTED CARS
LEADING MAKES

MAKES	YEAR TO DATE 1984		YEAR TO DATE 1983	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Dodge Colt	17252	.29	20209	.40
Dodge Colt Vista SW	2627	.05		
Dodge Conquest	1401	.03		
Dodge Challenger	543	.01	9574	.19
Plymouth Colt	15320	.26	17782	.35
Plymouth Colt Vista SW	3160	.05		
Plymouth Conquest	1741	.03		
Plymouth Sapporo	160	.01	8049	.16
Total Domestic Sponsored Imports	45905	.79	55714	1.10
OTHER IMPORTS				
Isuzu	11452	.19	10307	.20
Nissan	268307	4.55	304543	6.03
Honda	276761	4.68	222054	4.40
Mazda	84822	1.42	93153	1.96
Mercedes Benz	44365	.75	40888	.81
Renault	7834	.13	19732	.39
Subaru	81947	1.38	83198	1.65
Toyota	376582	6.38	315900	6.28
Volkswagen	47647	.55	79791	1.58
Volvo	53940	1.01	54542	1.08
Others	150138	2.71	121829	2.41
Total Other Imports	1375626	23.24	1352737	26.80
GRAND TOTAL ALL IMPORT CARS	1421531	24.03	1408451	27.90

NEW IMPORTED LIGHT TRUCKS
(LEADING MAKES (0-10,000 LBS))

DOMESTIC SPONSORED IMPORTS				
Chevrolet L.U.V.			2089	.15
Dodge RAM 50	24455	1.06	15357	.35
Ford Courier			8771	.54
Plymouth Arrow			764	.05
Total Domestic Sponsored Imports	24455	1.06	26972	1.66
OTHER IMPORTS				
Isuzu	21582	.93	11877	.73
Nissan	115841	5.02	68453	4.22
Mazda	65586	2.82	36472	2.25
Subaru	2546	.12	3442	.21
Toyota	151595	6.56	89995	5.54
Volkswagen	11824	.51	11676	.72
Others	9677	.42	5240	.32
Total Other Import Trucks	378261	16.39	227155	13.98
GRAND TOTAL ALL IMPORT TRUCKS	402716	17.45	254127	15.64

NEW DOMESTIC LIGHT TRUCKS
(0-8,000 LBS)

CHEVROLET S10	111030	4.81	105180	6.44
DODGE RAMPAGE	5542	.26	6760	.42
FORD RANGER	127775	5.54	104167	6.41
GMC S15	24493	1.06	24099	1.48

UNITED STATES SUMMARY

NEW VEHICLE REGISTRATIONS-UNITED STATES
CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1974	8701094	2656918
*1975	8261840	2397417
*1976	8751485	3058009
*1977	10828234	3509328
*1978	10946104	3963340
*1979	10356695	3472209
*1980	8780917	2476777
*1981	8443919	2185489
*1982	7754342	2430471
*1983	8924186	2976556

TOTALS INCLUDE ALASKA & HAWAII
*OKLAHOMA NOT AVAILABLE
R. L. POLK & CO. # 1-84

JULY 1984 ISSUED 09/84

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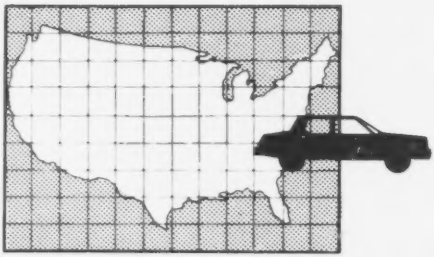

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- What are the demographic characteristics of the new Thunderbird purchasers?

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Tel. (313) 292-3200

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AUGUST
1984

pocket summary

of registrations

new cars

new trucks

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

®

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	AUGUST		% '84 vs '83	% INC	
	1984	1983		1984	1983
AMC	12719	10846	117.26	1.47	1.40
(Alliance)	6770	8069	83.94	.78	1.04
(Encore)	4855	-	-	.57	-
(Eagle)	1094	1985	55.06	.12	.25
CHRYSLER	27604	21184	129.87	3.24	2.74
(Laser)	4200	-	-	.49	-
(Le Baron)	8578	6371	133.86	1.01	.82
(E/NY/S Rv/NPT)	15018	14030	105.62	1.76	1.82
DODGE	31308	29783	104.65	3.69	3.85
(Daytona)	3394	-	-	.40	-
(Colt/Vista)	3834	4046	94.19	.45	.52
(Conq/Challenger)	292	1448	20.10	.03	.19
(Omni)	9820	8768	111.63	1.16	1.12
(Aries)	6658	8008	82.88	.78	1.04
(Diplomat)	2604	2136	120.55	.31	.28
(Dodge 400/600)	4705	5012	93.46	.55	.65
PLYMOUTH	23457	24142	96.66	2.76	3.12
(Colt/Vista)	3410	3736	90.74	.40	.48
(Conq/Sapporo)	270	1234	21.64	.03	.16
(Horizon)	10025	7962	125.41	1.18	1.03
(Reliant)	8516	10552	80.29	1.00	1.36
(Gran Fury)	1246	658	185.71	.15	.09
CHRYSLER CORP	82579	75114	109.20	9.70	9.71
FORD	102110	89572	119.32	11.98	10.94
(Escort)	30039	24265	123.46	3.53	3.13
(Fairmont)	-	1459	-	-	.19
(Tempo)	20635	16922	120.56	2.42	2.19
(LTD)	28267	19224	144.18	3.32	2.49
(Mustang)	11184	8743	126.57	1.31	1.13
(T'Bird)	11925	13979	84.19	1.40	1.81
LINCOLN	12311	6932	173.30	1.45	.90
(Mark VI & VII)	1366	2450	78.98	.24	.32
MERCURY	43356	35312	120.82	5.09	4.56
(Zephyr)	-	270	-	-	.03
(Topaz)	5798	5471	105.15	.68	.71
(Cougar)	9766	9332	102.50	1.15	1.20
(Capri)	1347	1735	76.83	.16	.22
(Lynx)	5120	7235	70.49	.60	.94
LINC/MERC DIV	55667	42244	123.43	6.54	5.46
FORD MOTOR CO	157777	126816	122.69	18.52	16.40
BUICK	79111	68854	113.30	9.29	8.90
(Skyhawk)	12628	6011	207.87	1.48	.78
(Skylark)	7392	7827	93.52	.87	1.01
(Century)	17694	13779	127.06	2.08	1.78
(Regal)	16282	17716	90.62	1.91	2.29
(Riviera)	3705	3746	96.90	.44	.48
CADILLAC	26275	23746	109.17	3.08	3.07
(Cimarron)	1584	1492	104.29	.19	.19
(Eldorado)	5553	5770	94.78	.65	.75
(Seville)	2676	2475	107.19	.31	.32
CHEVROLET	129384	115306	111.78	15.28	14.93
(Chevette)	13466	14055	95.34	1.58	1.82
(Celebrity)	25504	16221	156.37	3.01	2.10
(Cavalier)	33414	23909	139.08	3.94	3.10
(Camaro)	18841	15130	119.95	2.15	1.96
(Citation)	5373	5400	99.11	.63	.70
(Corvette)	2140	2624	80.37	.25	.34
(Monte Carlo)	8920	7946	111.07	1.05	1.03
OLDSMOBILE	85795	77894	108.51	10.07	10.07
(Omega)	2906	3906	73.94	.34	.51
(Firenza)	5705	3339	169.93	.67	.43
(Cutlass Ciera)	21493	16823	126.87	2.52	2.18
(Cutlass)	20855	24444	84.14	2.45	3.15
(Toronado)	3386	2834	115.17	.40	.37
PONTIAC	55144	47200	121.34	6.34	6.10
(1000)	2404	3016	78.88	.28	.39
(2000 Sunbird)	12056	7524	158.57	1.42	.97
(6000)	9623	8621	110.58	1.13	1.12
(Phoenix)	1214	1712	70.09	.14	.22
(Bonneville)	5303	7745	67.73	.62	1.00
(Firebird)	9336	7413	125.51	1.10	.96
(Fiero)	8102	-	-	.95	-
GEN MTRS CORP	380309	333000	112.87	44.66	43.07
Misc. Domestic	24	38	71.05	-	-
Other Import	218704	227598	95.77	25.63	29.42
U S TOTAL	851715	773362	108.99		

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NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '84 VS '83	% IND		YEAR END
	1984	1983		1984	1983	1983
AMC	121427	122181	98.76	1.79	2.10	190797
(Alliance)	62767	85363	73.02	.92	1.47	126076
(Encore)	45949	-	-	.68	-	15757
(Eagle)	12711	19676	64.39	.19	.34	30570
CHRYSLER	205883	164635	123.24	3.04	2.83	254175
(Laser)	25838	-	-	.53	-	3515
(Le Baron)	65412	53708	120.28	.97	.92	79464
(E/MY/S RV/NET)	104428	100459	102.25	1.54	1.73	153508
DODGE	264677	240690	109.11	3.92	4.13	362192
(Daytona)	23542	-	-	.44	-	7412
(Colt/Vista)	24723	24255	101.46	.37	.42	40527
(Conq/Challenger)	2736	11122	24.43	.04	.19	14032
(Omni)	78123	60626	128.87	1.16	1.04	94960
(Aries)	73688	82428	88.50	1.09	1.41	117988
(Diplomat)	16456	17457	93.33	.24	.30	20857
(Dodge 400/600)	39409	41186	95.68	.58	.71	61981
PLYMOUTH	212148	211179	99.10	3.13	3.64	306194
(Colt/Vista)	22090	21518	102.11	.33	.37	35647
(Conq/Sapporo)	2391	9283	25.62	.04	.16	11863
(Horizon)	81877	58619	138.41	1.21	1.01	91866
(Reliant)	95460	111547	84.58	1.40	1.91	154679
(Gran Fury)	10430	10812	92.78	.15	.19	12139
CHRYSLER CORP	682808	617104	109.44	10.09	10.60	922561
FORD	841315	660966	125.83	12.43	11.36	1034732
(Escort)	244486	243271	99.95	3.61	4.18	343843
(Fairmont)	-	44570	-	-	.77	46864
(Tempo)	166624	39748	419.16	2.46	.68	124060
(LTD)	240904	186699	126.83	3.56	3.21	280961
(Mustang)	87688	77660	111.46	1.30	1.33	113957
(T'Bird)	101613	69412	144.33	1.50	1.19	124892
LINCOLN	92571	59388	150.64	1.37	1.03	97206
(Mark VI & VII)	21592	18760	112.52	.32	.32	26353
MERCURY	340132	252260	132.85	5.02	4.33	395041
(Zephyr)	-	12891	-	-	.22	13361
(Topaz)	48403	12293	390.99	.71	.21	36106
(Cougar)	75667	43525	170.37	1.12	.75	80388
(Capri)	12368	15379	79.51	.18	.26	22951
(Lynx)	43000	59673	71.80	.64	1.03	83679
LINC/MERC DIV	432703	312248	136.27	6.39	5.36	492247
FORD MOTOR CO	1274018	973214	129.18	18.82	16.72	1526979
BUICK	612674	530742	114.01	9.05	9.12	818256
(Skyhawk)	83793	50090	165.90	1.24	.86	71501
(Skylark)	67631	70330	94.63	1.00	1.22	100213
(Century)	136106	85816	157.08	2.00	1.47	146211
(Regal)	170557	149688	81.53	1.46	2.58	226956
(Riviera)	11529	29587	111.34	.50	.51	51123
CADILLAC	202931	184757	108.41	3.00	3.17	291552
(Cimarron)	11891	13196	89.32	.18	.23	19124
(Eldorado)	44211	41972	103.87	.65	.72	69487
(Seville)	22824	18815	119.50	.34	.32	32501
CHEVROLET	1076297	957203	124.33	15.84	14.72	1310503
(Chevette)	120114	118401	100.86	1.77	2.03	176053
(Celebrity)	218998	98525	220.28	3.23	1.69	172350
(Cavalier)	248085	155834	158.23	3.66	2.69	249697
(Camaro)	137414	115386	117.49	2.03	1.98	175696
(Citation)	66784	63704	97.35	.99	1.17	92126
(Corvette)	18470	16482	110.22	.27	.28	26047
(Monte Carlo)	87705	81906	139.75	1.30	1.06	102628
OLDSMOBILE	739052	624243	116.56	10.92	10.72	971229
(Omega)	30545	36995	81.97	.45	.64	44081
(Firenza)	41269	30130	135.50	.61	.52	43896
(Cutlass Ciera)	172969	107953	158.94	2.55	1.85	185756
(Cutlass)	225899	205963	108.03	3.35	3.57	319074
(Toronado)	26697	23402	110.23	.39	.40	39101
PONTIAC	467190	331045	139.15	6.90	5.69	536404
(1000)	18526	23349	79.27	.27	.40	33710
(2000 Sunbird)	84900	57700	145.59	1.25	.99	85435
(6000)	83018	53154	154.27	1.23	.91	89890
(Phoenix)	9956	18530	53.10	.15	.32	24619
(Bonneville)	46944	52342	88.46	.69	.90	81948
(Firebird)	69657	59635	115.10	1.03	1.03	90859
(Fiero)	67099	-	-	.99	-	18038
GEN MTRS CORP	3098144	2527970	121.02	45.76	43.42	3927944
Misc. Domestic	187	481	38.88	-	.01	617
Other Import	1597130	1580285	99.94	23.54	27.15	2355288
U S TOTAL	6770514	5821235	114.95			8924185

(Memo Total) - Included in Make Total

UNITED STATES SUMMARY

NEW TRUCK REGISTRATIONS

MAKES	AUGUST	% IND	YEAR TO DATE		% '84 VS '83	% IND	
	1984		1984	1983		1984	1983
Dodge	31704	9.61	273036	164520	163.57	10.35	8.77
Plymouth	4623	1.40	51319	6231	818.14	1.95	.33
Ford	92065	27.92	760842	534009	125.48	28.84	31.62
Chevrolet	87737	26.59	726609	573010	124.19	27.55	30.51
G.M.C.	26601	8.06	199607	160879	120.91	7.57	8.57
IH	7236	2.19	40303	31331	128.88	1.55	1.67
Jeep Truck	10660	3.23	91091	43411	206.50	3.45	2.31
Mack/Midliner	1910	.58	15138	9564	157.83	.57	.51
Kenworth	1048	.32	8516	4127	208.22	.33	.22
Peterbilt	1091	.33	8102	4271	188.04	.31	.23
Daimler-Benz Corp.	1494	.45	11156	8197	136.09	.42	.44
Volvo White	631	.19	6266	2927	213.31	.24	.16
Western Star	37	.01	345	197	175.13	.01	.01
Miscellaneous	63082	19.12	444577	275176	159.60	16.86	14.65
U. S. Total	329915		2637497	1877947	137.94		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Dodge	181503	91533	-	-	-	-	-	-
(Dodge 1)	130747	57699	-	-	-	-	-	-
Plymouth *	51213	106	-	-	-	-	-	-
Ford	214068	514041	-	-	-	8182	16835	7716
(Ford 2)	210316	166537	-	-	-	-	-	-
Chevrolet	363319	322175	2470 3	-	155	4029	5725	403
(Chev. 3)	253583	132813	-	-	-	-	-	-
G.M.C.	86878	69544	979	-	1913	3738	8473	7982
(G.M.C 4)	53703	33209	-	-	-	-	-	-
I.H.	-	-	-	-	-	12834	9660	18409
Jeep Truck	77680	13401	-	-	-	-	-	-
(Jeep 5)	77680	11126	-	-	-	-	-	-
Mack/Midliner	-	-	-	-	-	2209	394	12535
Kenworth	-	-	-	-	-	-	-	8516
Peterbilt	-	-	-	-	-	-	-	8102
Daimler-Benz Corp.	-	-	-	-	-	862	525	9769
Volvo White	-	-	-	-	-	-	833	5427
Western Star	-	-	-	-	-	-	-	345
Miscellaneous	437956	5129	160	455	-	53	102	722
Total	1418617	1036029	25842	455	2068	31907	42551	80026
1983 Total	995105	763884	11235	214	360	28769	31547	46781
1984 vs '83	140.32	132.63	229.89	212.62	574.44	109.21	132.86	169.50

(Memo Total) To be included in GVW 1,2 & 3

1 Includes Ram Vans, Ramcharger, Ram 50 Rampage, Caravan and Ram Wagon

2 Includes Ranger, Bronco and Vans

3 Includes El Camino, Blazer, S10 and Vans

* Plymouth Includes Scamp, Voyager, and Voyager Fuli

4 Includes Vans, Jimmy, S15 and Caballero

5 Includes CJ's, Cherokee, Wagoneer and Scrambler

The Statistics for New York and Oklahoma-1984 are compiled from Manufacturer Supplied Sales Records.

The 1983 vs 1984 Comparison exclude Oklahoma Data

REGISTRATIONS FOR THE DISTRICT OF COLUMBIA ARE TEMPORARILY DELAYED.

REGISTRATIONS FOR THE STATE OF LOUISIANA ARE TEMPORARILY DELAYED.

NEW IMPORTED CARS
LEADING MAKES

MAKES	YEAR TO DATE 1984		YEAR TO DATE 1983	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Dodge Colt	20286	.33	24255	.42
Dodge Colt Vista SW	4437	.07	-	-
Dodge Conquest	2180	.03	-	-
Dodge Challenger	556	.01	11122	.19
Plymouth Colt	17367	.27	21518	.37
Plymouth Colt Vista SW	4123	.06	-	-
Plymouth Conquest	2001	.03	-	-
Plymouth Sapporo	390	.01	9283	.16
Total Domestic Sponsored Imports	56359	.83	66178	1.14
OTHER IMPORTS				
Isuzu	13316	.20	12646	.22
Nissan	314895	4.65	354184	6.08
Honda	321567	4.75	258355	4.44
Mazda	105384	1.56	114309	1.96
Mercedes-Benz	48933	.72	47566	.82
Renault	9011	.13	23410	.40
Subaru	94765	1.40	97728	1.68
Toyota	328138	4.85	372278	6.40
Volkswagen	110803	1.64	92665	1.59
Volvo	67815	1.00	62961	1.08
Others	179236	2.65	144083	2.48
Total Other Imports	1593330	23.54	1580285	27.15
GRAND TOTAL ALL IMPORT CARS	1650289	24.37	1646463	28.28

NEW IMPORTED LIGHT TRUCKS
LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Chevrolet L.U.V.	-	-	2485	.13
Dodge RAM 50	29089	1.10	18797	1.00
Ford Courier	-	-	8964	.47
Plymouth Arrow	-	-	797	.04
Total Domestic Sponsored Imports	29089	1.10	30943	1.65
OTHER IMPORTS				
Isuzu	25210	.96	14111	.75
Nissan	131415	4.98	84178	4.48
Mazda	75531	2.86	43269	2.30
Subaru	3235	.12	3861	.21
Toyota	180705	6.85	109037	5.81
Volkswagen	13282	.50	13623	.73
Others	11582	.45	6145	.33
Total Other Import Trucks	440760	16.71	274224	14.60
GRAND TOTAL ALL IMPORT TRUCKS	469849	17.81	305167	16.25

NEW DOMESTIC LIGHT TRUCKS
(0-6,000 LBS)

CHEVROLET S10	126762	4.81	119382	6.39
DODGE RAMPAGE	6890	.26	7514	.40
FORD RANGER	146019	5.54	118749	6.32
GMC S15	28198	1.07	27341	1.46

UNITED STATES SUMMARY

NEW VEHICLE REGISTRATIONS-UNITED STATES
CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
#1974	8701094	2656918
#1975	8261840	2397417
#1976	9791465	3058009
#1977	10826234	3503328
#1978	10945104	3963140
#1979	10356695	3472209
#1980	8760937	2476737
#1981	8443919	2185499
#1982	7754342	2430471
#1983	8924186	2976556

TOTALS INCLUDE ALASKA & HAWAII
#OKLAHOMA NOT AVAILABLE
R. L. POLK & CO. R 1-84

AUGUST 1984 ISSUED 10/84

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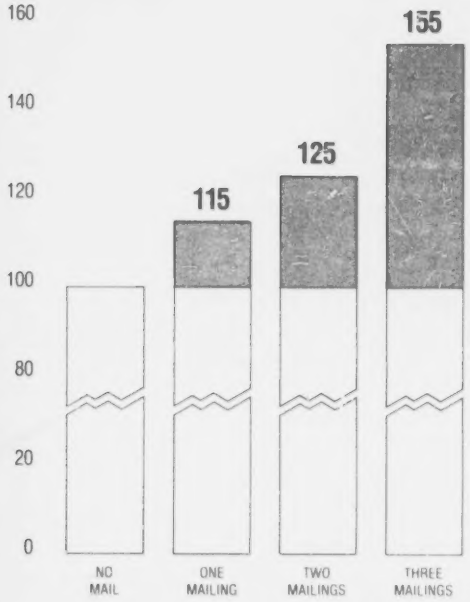
CONSIDERATION...



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